DECEMBER 28, 1959 THIRTY-FIVE CENTS

29TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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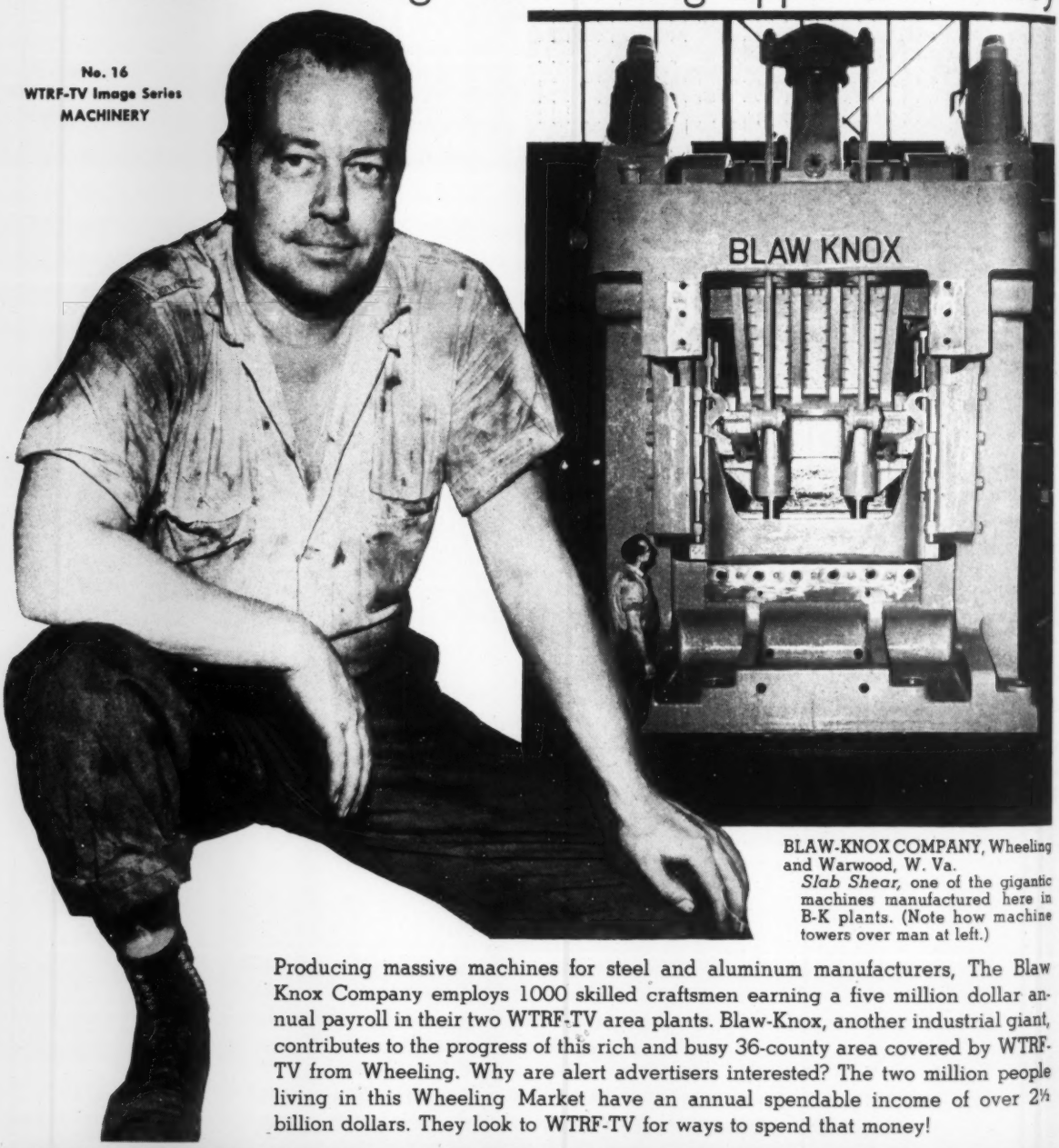
The Metropolitan Broadcasting Corporation
announces the appointment of
Edward Petry & Co., Inc.
as national sales representative for WNEW-TV, New York City

New York's leading independent station...program-styled night and day to reach the people who reach for more!

WHEELING: MAJOR TV MARKET

One Station Reaching The Booming Upper Ohio Valley

No. 16
WTRF-TV Image Series
MACHINERY



BLAW-KNOX COMPANY, Wheeling and Warwood, W. Va.
Slab Shear, one of the gigantic machines manufactured here in B-K plants. (Note how machine towers over man at left.)

Producing massive machines for steel and aluminum manufacturers, The Blaw Knox Company employs 1000 skilled craftsmen earning a five million dollar annual payroll in their two WTRF-TV area plants. Blaw-Knox, another industrial giant, contributes to the progress of this rich and busy 36-county area covered by WTRF-TV from Wheeling. Why are alert advertisers interested? The two million people living in this Wheeling Market have an annual spendable income of over 2½ billion dollars. They look to WTRF-TV for ways to spend that money!

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

316,000 watts NBC network color

WHEELING 7, WEST VIRGINIA

L* P*

*ADULT *LEVEL *PROGRAMMING

Adult Baltimoreans love A* L* P*! Because *Adult *Level *Programming is the kind of radio listening they PREFER—as proved by Nielsen Adult Listenership Surveys. Just the right mixture of local and CBS network personalities, news commentators, drama, comedy and adult-pleasing music! A* L* P* means SELL in Baltimore . . . so schedule WCBM and get more sales in the total Baltimore market—now more than 1,900,000 people!

WCBM

A CBS Radio Affiliate
10,000 Watts on 680 KC
Baltimore 13, Maryland

PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives*

from *17,500 to *675,000 in TEN YEARS

*TV HOMES

. . . that's how the Dallas-Fort Worth Market, dominated since 1949 by KRLD-TV, has grown.

Since KRLD-TV beamed its first program to a scattering of "wealthy Texans", there has been a "measured preference" for Channel 4 in Dallas. That's why KRLD-TV has the greatest TV circulation of any station in the great Southwest.

Get into the booming, BUYING Dallas-Fort Worth Market . . . get in there best with KRLD-TV. Ask a Branham man.

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas

Clyde W. Rembert
President

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Magazine concept • ABC-TV—like CBS-TV—now is putting out tentative feeler on possible advertiser rotation in single night's block of programs in prime time (CLOSED CIRCUIT, Dec. 21). Though they have no definite plans, both networks have talked to agency executives about spot-carrier form of advertising in two hours of entertainment, say 8 to 10 p.m., to be followed by half-hour public affairs show with ads rotated in this entire block.

Networks already have run into resistance to spot-carrier concepts from major agencies. Similar misgivings have been voiced by two broadcast executives at pair of agencies that have combined billings of $100 million-plus yearly in network tv. They feel networks in effect admit that advertisers won't go for public affairs in prime time but can be drawn in and scheduling assured via spot-carrier. They contend there'll be more "high-level" programming placed within regular series by advertisers themselves (though network people might dispute this on basis of past experience). What they didn't say: Agencies generally avoid any concept which would further dilute sponsor identification or influence (see agency comment, page 19).

Station trading • High on FCC's 1960 agenda is whole question of policy on station sales, transfers and assignments. Scheduled for review are legislative and other proposals made over years such as abandoned Avco procedure of competitive bidding for available stations, variation of which is proposed in Barrow Network Study Report, and other proposals wherein FCC would select new best qualified operator, once owner has decided to sell. Among suggestions are mandatory competitive hearings. Biggest bugaboo is presented in sale of newly authorized stations within months of competitive hearing or grants.

Flip side • Look for more payola complaints out of Federal Trade Commission this week. Best guess is that charges of under-counter payments to disc jockeys will be laid to number of record distributors, but inclusion of few more record companies should not be ruled out. RCA-FTC consent order on payola (BROADCASTING, Dec. 21) may not be only one; negotiations are continuing with other respondents of first complaint. These included London Records Inc., New York, and Bernard Lowe Inc., Philadelphia (Cameo label), plus five Philadelphia and one Cleveland disributors.

Night and day • Gordon B. McLendon, multiple owner whose exploits have enlivened radio, has embarked upon new acquisition project with overtone that could bring far-reaching changes in am operations. He has contracted to buy assets of WINE, Buffalo daytimer and its fm adjunct, from John W. Kluge, chairman-president of Metropolitan Broadcasting Corp. for $280,000. Simultaneously, however, he will seek second station on "nighttime only" basis in Buffalo to round out fulltime facility, operating on two separate channels. Innovation would be without precedent and require changes in FCC procedures but competent engineering opinion says this will work allocationswise.

WINE operates with 1 kw daytime on 1080 kc. Fulltime fm adjunct would be exploited upon FCC approval of transfer. If "nighttime only" station is authorized, McLendon plan is to advise listeners at local sunset signoff of WINE to tune nighttime station. McLendon's KLIF in Dallas three months ago began operating from two separate transmitter locations — 1 kw nighttime transmitter using five tower directional array, while 50 kw transmitter functions daytime at location 10 miles distant. This likewise was innovation in allocations and application now is process to increase nighttime transmitter to 10 kw with nine or possibly 10 towers. Other McLendon stations are KILT Houston, KTSA San Antonio, KEEL Shreveport, WAKY Louisville and KABL San Francisco.

Ratings aren't all • Despite Ford's disappointment over ratings of its showcase (and expensive—$200,000-$250,000 production for each show) *Startime* series on NBC-TV Tuesday 9:30-10:30 p.m., it now appears advertiser will continue with its commitment for 39 specials this season. Other "values" of program, such as content and reception by critics, have pleased Ford's hierarchy, but ratings picture, if not improved considerably, may affect plans for next season in networking. J. Walter Thompson, New York, is agency of record.

Gathering of clan • RCA operations in Washington, now diffused in several locations, will be consolidated for most part, in new building under construction at 1725 K Street, N.W., with occupancy expected next spring. Now designated Paramount Bldg., name will be changed to RCA Building, with company occupying some 40,000 sq. ft. (three floors, plus one-half of ground floor). All government, commercial, sales and electronic data processing service center (in ground floor showroom) will be housed, under direction of Pinckney B. Reed, RCA vice president in Washington. NBC, RCA Service Co. and RCA Communications Inc. will continue at their present locations.

Drop-in status • Sen. Mike Monroney (D-Okla.) has been advised by FCC in response to his inquiry about vhf drop-ins in less-than-three-station major markets that Commission is awaiting report on negotiations with Defense Dept. looking toward expanding existing vhf band (BROADCASTING, May 4). Progress report from Comr. Fred W. Ford, FCC's liaison on allocations, is expected within fortnight. Sen. Monroney asked for specific steps which had been taken since last June and FCC's timetable (BROADCASTING, Dec. 7).

March of Time • *Time* Inc., stations, following December management meeting in Colorado Springs, have decided to beef up news coverage, both domestically and internationally. Additional staff appointments will be made in Washington, according to *Time* vice President Weston C. Pullen, and arrangements also are being developed with *Time Inc.* correspondents abroad for special and supplemental news coverage.

Scouting fm • There's fm in ABC's future — if network can figure out best way to use it. For more than year, ABC Radio has been "investigating all possibilities" for using fm, including feasibility of employing it to replace lines to connect stations. But many affiliates do not have fm outlets. One possibility: some sort of specialized service, a la NBC Radio's new "Medical Radio" which plans to feed medical news and information direct to subscribing doctors' offices [BROADCASTING, Nov. 9]. Committee mulling it all over may submit report in fairly near future.

Doerfer's hot • Atomic Energy Commission has blown whistle on FCC Chairman John C. Doerfer's watch. Last November, while attending International Conferences on Telephone and Telegraph in Geneva, he bought Rolex, which AEC tested last week and found radioactive. Watch has been sent to American Rolex Co. N.Y. for desensitizing. His doctor wants to see him, too.

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EXPERIENCE Ten solid years of it this month. Since 1949 times have changed, but so have we. New news concepts, the culling and corralling of fresh program ideas, applauded public service, and the great CBS Network, account for WJW-TV's present acceptance in Northeastern Ohio.

YOU KNOW WHERE YOU'RE GOING WITH **WJW-TV**
CBS CLEVELAND

A **STORER** STATION • REPRESENTED BY THE KATZ AGENCY

WEEK IN BRIEF

MR. PETERSON

Sponsorship without censorship? • Yes, it is possible in television today and the sponsor can still realize effective advertising and sales impact from the medium-controlled program vehicle. At least that's the experience of Bell & Howell with the CBS-TV documentary series *CBS Reports*. Peter G. Peterson, B&H executive vice president, tells about it in this week's MONDAY MEMO. Page **17.**

Silver lining • Leading advertising agency executives voice belief that television will come out of current investigations and criticism with revitalized programming, better commercials and greater overall effectiveness. Optimism is the key element in their current appraisals of medium, as reflected in BROADCASTING survey among the top 50 agencies. Page **19.**

Big spenders spend big • Televisions top 10 advertisers spent 19.3% more in the first nine months this year than they did in similar period of 1958, TvB reports. Procter & Gamble alone added $10.6 million, bringing its three-quarters billing to 72.6 million. Lever Bros., ranking No. 2, spent $9 million more. Page **32.**

Opening the eyes of the consumer • Broadcasting and other media fare well at Federal Trade Commission conference on public deception. Meeting hears about phoney list prices, mis-labelling of wools, furs and textiles, bait advertising and bogus job offers. Page **34.**

Crisis conference • CBS-TV calls affiliates to "special conference" in Washington Feb. 29-March 1, sets up a speakers agenda heavily loaded with congressional and regulatory agency figures. Page **40.**

NAB names special counsel • Whitney North Seymour, New York attorney, retained by association to represent it in constitutional aspects of FCC's broadcast inquiry. Page **44.**

CBS Films new 'image' • Program chief Lewine explains in interview what CBS Films plans to do to keep abreast of the changing broadcast climate. Page **50.**

Programming upgrade • CBS-TV says it will set aside a prime-time hour every week next fall for "informational, cultural and educational" programming. NBC-TV had announced similar move earlier this month. Page **51.**

World swing to uhf? • There's evidence of one developing, according to delegates to the International Telecommunications Conference which ended last week in Geneva. And in Europe am is giving way to fm. Page **56.**

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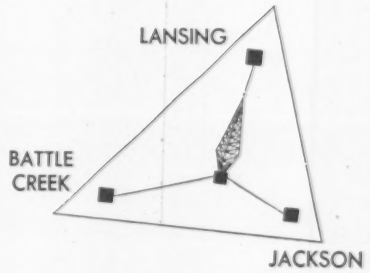
EFFECTIVE COVERAGE!

WILX-TV

Channel 10

Completely Covers Michigan's Rich GOLDEN TRIANGLE with a City Grade Signal!



WILX-TV

Serves and Sells Michigan's No. 1 Market outside Detroit

SOME PRIME TIME STILL AVAILABLE

contact
VENARD, RINTOUL & McCONNELL, INC.

WILX-TV
Channel 10

Associated with
WILS—Lansing
WPON—Pontiac

SELL the family board of directors...

with your local Meredith Station!

These days, more and more family purchases are voted on by the entire "board of directors" — mother, father, sister and brother. To reach this select group, make sure your schedule is included with other discriminating advertisers on the Meredith Station . . . *appealing* to the entire family, *motivating* the entire family. Meredith Stations are well-established in the community they serve . . . have earned the respect and confidence of the audience *and* the advertiser.

Contact the Meredith Station manager or the rep . . . get the facts on audience loyalty, coverage area and low cost circulation.

Meredith Stations Are "One Of The Family"

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. — Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

Purdue's airborne etv test approved

Purdue U. received FCC approval Dec. 23 for experimental airborne uhf educational tv operations during school year 1960-61 (BROADCASTING, Nov. 2). DC-7 flying transmitters will be utilized to beam two separate programs on four channels simultaneously back to earth. Experiment will include both normal (6 mc) and narrowband (3 mc) transmissions, duplicating programs on each system.

Transmitters on Purdue campus will send classroom programs on chs. 41, 47, 53 and 59 to plane circling at 23,000 ft. above Montpelier, Ind. "Stratovision" courses will be relayed back to classrooms on chs. 72 and 78 (standard band) and chs. 75 and 76 (narrow band).

Programs will be offered to cooperating schools and colleges in Indiana, Illinois, Kentucky, Michigan, Ohio and Wisconsin. Area encompasses 5 million students and 13,000 schools. Transmissions on standard band may be received on any uhf set within range, while classrooms in 10 schools will be equipped with special sets to receive 3 mc transmissions for comparison.

Purdue estimated experiment will cost $7 million with financing coming from Ford Foundation and other similar organizations. Also cooperating are Joint Council on Educational Tv, Westinghouse Electric Corp., CBS Labs and General Dynamics. Entire project is under direction of Dr. John E. Ivey, Jr., vice president of Purdue Research Foundation, and under auspices of Mid-West Council on Airborne Tv Instruction. Participation by schools will be voluntary.

FCC pointed out its unanimous authorization is not to be construed as approval of project and experiment must cause no objectionable interference to any tv or translator stations in area, either present or future. Purdue was ordered to inform viewers that test is for one year only and that extension beyond 1960-61 will be up to FCC.

KJBS, KCLE are sold

Two station sales were reported Dec. 23 subject to FCC approval:

• KJBS San Francisco, Calif.: Sold by Dolph-Pettey interests to group of West Coast radio men on lease-option basis aggregating $1,125,000. In buying group are L. Ray Rhodes, vice president and San Francisco manager, Paul Raymer Co.; Gil Paltridge, formerly manager of KROW Oakland and KGO San Francisco; A. J. Krisik, owner of KNGS Hanford and KFIV Modesto, both Calif.; and Ted Wolf, vice president, KFIV. Also in buying group are William T. Stubblefield, consultant and owner of WAGE Leesburg, Va., and W. R. Twining, West Coast consultant. KJBS operates on 1100 kc with 1 kw, and holds cp for 50 kw daytime.

• KCLE-AM-FM Cleburne, Tex.: Sold by George Marti to Jim Gordon for $145,000. Mr. Gordon has been regional sales manager for KCEN-TV Temple, Tex., for six years. Broker: Hamilton-Landis Assoc. KCLE is 250 w daytimer on 1120 kc.

Hits payola oath

Sign no payola affidavits—such documents invade privacy and denies human rights. That's word from National Assn. of Broadcast Employes & Technicians headquarters to union members. George W. Smith, international president, has advised network locals and members not to sign any affidavits requested by management. He also claimed request "was another smokescreen thrown up to divert the FCC and other investigative bodies from the corruption already uncovered in the tv scandal." He added that broadcasters had shown no willingness "to sign the same kind of waivers that they were demanding from their employes."

MBS reorganization approved by referee

Following litigation and conferences over six-month period, Mutual came out of bankruptcy proceeding Dec. 23 when U.S. Referee Asa Herzog signed documents approving company's three-part reorganization plan. Company spokesman said, "This means we start out with a clean slate; we are now divorced from any previous managements."

Final settlement calls for paying off about $2.9 million owed some 700 creditors on this basis: talent and guests on programs, to which MBS is indebted for approximately $600,000, will receive 50 cents on the dollar up to $600 owed and 10 cents on the dollar thereafter; creditors owed about $1.3 million will be paid 10 cents on the dollar; loan for $1.4 million assigned to H. B. Tuskin, Seattle businessman, was removed from plan and will be paid off over 10 years at 4% interest. This loan actually represents money advanced to Mutual by Thomas F. O'Neil at time he owned MBS and has been carried on company books under successive managements.

Mutual spokesman said that creditors

Cone blasts ad negligence

Advertisers, agencies and media were scolded Dec. 23 by Fairfax M. Cone, chairman of executive committee, Foote, Cone & Belding, for failure to clean up advertising. He named American Assn. of Advertising Agencies, Assn. of National Advertisers and Advertising Federation of America (for agencies' optimistic view of tv, see page 19).

Broadcast and print media could eliminate dishonest and ugly advertising "by the simple expedient of demanding proof of claims," Mr. Cone said. He said there will be bad advertising "just as long as there are dishonest and ugly advertisers and hungry media people and unscrupulous advertising agents."

He chided AAAA for not ejecting members guilty of "transgressions"; ANA for addressing itself to "the function and value of advertising, already known"; AFA for traditionally behaving toward advertising "like cucumber growers during National Pickle Week," adding it needs "a considerably more thoughtful approach."

Mr. Cone asked, "How can four different cigarettes all be lowest in nicotine, lowest in tars; three different headache remedies all work faster." He added, "The amount of bad advertising is large and it is not diminishing. The only unknown is why the people who could kill it let it live."

AT DEADLINE CONTINUED

will be paid off "very soon." It is assumed that henceforth MBS financial backers Albert Gregory McCarthy and Chester Ferguson, Tampa realtors-industrialists, will play more active role in shaping network policy, though Robert F. Hurleigh, Mutual president, will continue as operational head.

Representing MBS in the litigation were its regular counsel, Regan, Goldfarb, Powell & Quinn, New York, and special counsel Benjamin Weintraub, specialist in financial reorganizations.

Stereo tv-am test

By 3-2 vote, FCC Dec. 23 waived tv rules to permit KOB-TV Albuquerque, N.M., to show "mood" still picture slides while transmitting stereophonic sound broadcasts in conjunction with KOB-AM. Authorization covers only 9-11 a.m. period each Sunday for 90 days.

Comrs. Robert T. Bartley and Frederick W. Ford dissented, with Comrs. John C. Doerfer, Robert E. Lee and John S. Cross favoring grant. In dissenting, Comr. Ford said this type operation does not aid development of acceptable stereo system in any way and actually encourages method which holds no promise of eventual adoption. Commission currently is accepting comments looking toward adoption of rules for stereo broadcasts.

Vtr sales unit set

WNBQ (TV) Chicago has set up new video recording sales department effective Jan. 4 to be headed by William W. Huffman, it was announced Dec. 23 by Lloyd E. Yoder, NBC vice president and general manager of WNBQ-WMAQ. Mr. Huffman, formerly with Group Productions in sales and production, will report to Alfred L. Lewis, NBC Chicago business manager and operations director. Mr. Yoder noted "steady and rapid growth" of commercial video tape production (color and monochrome) since last July with such national clients as General Mills, Wrisley Soap and American Machine & Foundry.

Triple-city ID

KXII-TV Ardmore, Okla., was given FCC sanction Dec. 23 to identify itself with Sherman-Denison, Tex., as well as Ardmore. Texas cities are just across Oklahoma border and approximately 40 air miles from Ardmore. Comr. Robert T. Bartley dissented.

• Business briefly

Into CBS radio's 'comedy block' • William Wrigley Jr. Co. (chewing gum), Chicago, buys *Double Your Pleasure* on CBS Radio, Mon.-Fri. 8:30-35 p.m. (EST), effective Dec. 28. Strip features Boyd Twins as singers and Jim McShane as m.c. (save in New England, with Connie Mitchell and Mal Bellairs). Agency: Arthur Meyerhoff & Co., Chicago.

Schick scores • Schick Safety Razor Co., Div. of Eversharp Inc., N.Y., to sponsor eight quarters of Sunday afternoon pro-basketball telecasts on NBC-TV January through March. Agency: Compton Adv., N.Y.

WEEK'S HEADLINERS

MR. LADD

DANIEL LADD, account supervisor with Ted Bates & Co., N.Y., on Warner-Lambert and International Latex accounts, to advertising director of P. Lorillard Co. He fills position vacated when MANUEL YELLEN was named vp and director of sales more than a year ago. THOMAS TAUSIG left Lorillard post of advertising manager earlier this month (AT DEADLINE, Dec. 14). Mr. Ladd will supervise advertising for Kent, Old Gold, Newport and Spring cigarette brands and other Lorillard tobacco products. Program is administered under company advertising committee made up of board chairman Lewis Gruber, president Harold F. Temple and Mr. Yellen.

SYDNEY H. EIGES, vp, press and publicity of NBC, promoted to new post of vp, public information, succeeding KENNETH W. BILBY, now vp, public affairs for RCA (WEEK'S HEADLINER, Nov. 23). Other appointments: LESTER BERNSTEIN, director of information at NBC, appointed director of corporate affairs, and ELLIS O. MOORE, director of NBC's New York press department since 1954, named director of press and publicity succeeding Mr. Eiges. All appointments effective Jan. 8. Mr. Eiges, who joined NBC in 1941 as writer in press department, will have supervision over national advertising, promotional services and press and publicity departments. In 1947, as manager of press department, he was elected vp. Mr. Bernstein will be responsible for preparation and development of corporate policy material at direction of NBC management.

MR. EIGES

MR. BERNSTEIN

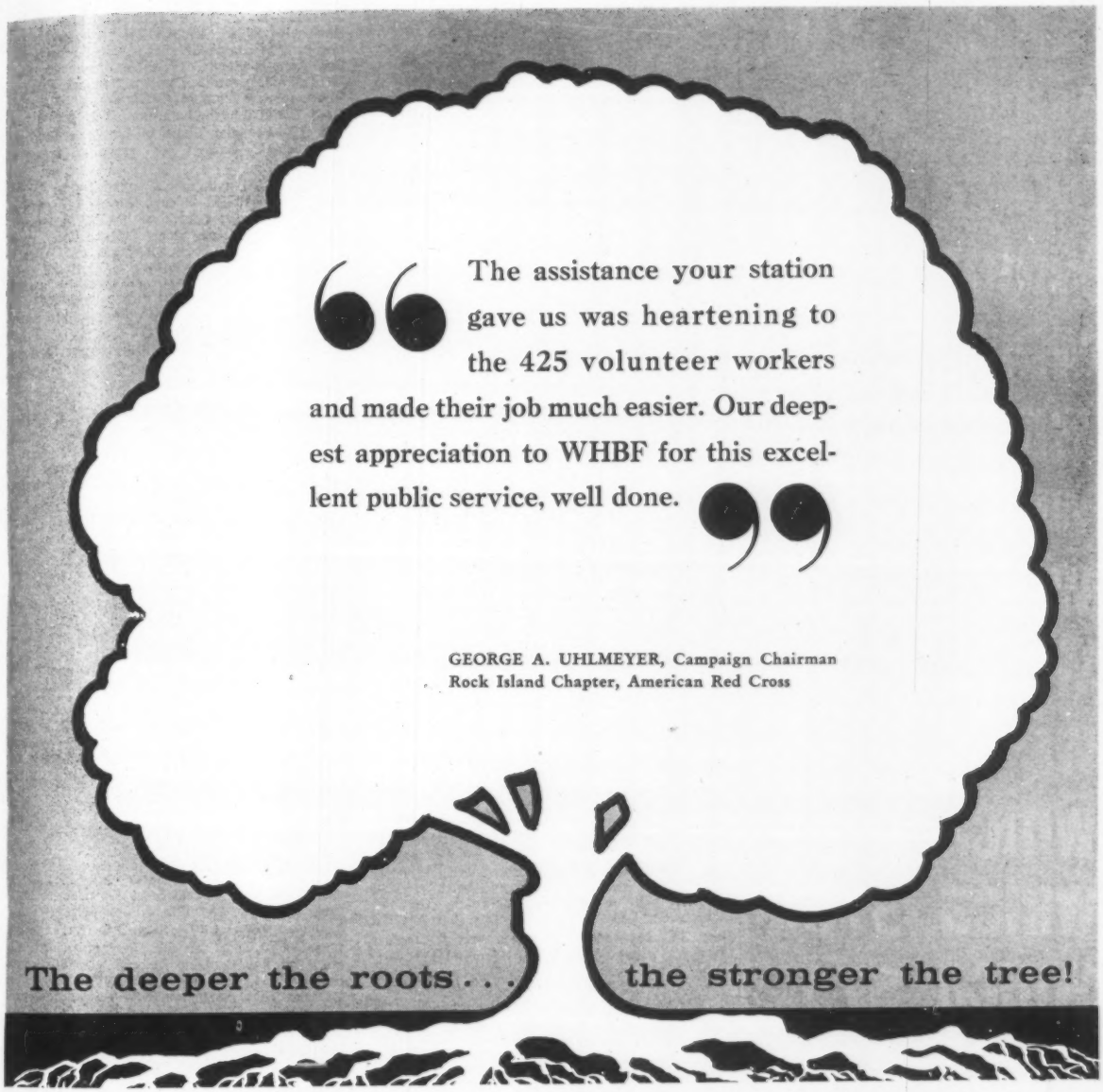
MR. MOORE

Messrs. Bernstein and Eiges will report to David C. Adams, senior executive vp. Mr. Moore joined NBC press as staff writer in 1951, was made manager, business publicity, in 1953.

MR. FARRICKER

RICHARD J. FARRICKER, management service director of McCann-Erickson, N.Y., joins Geyer, Morey, Madden & Ballard Inc., N.Y., as executive vp, effective Jan. 1. Mr. Farricker will have general supervision of Sinclair Oil Corp. and Sinclair Refining Co. accounts. He started with M-E as vp in 1955, heading Chrysler Corp. account in Detroit. In 1956, he transferred to N.Y. office, still on Chrysler until 1958, when he changed to Esso Standard Oil Co. Previously he was with Kudner Agency, N.Y., for seven years. In 1952 he supervised Kudner's handling of Gen. Eisenhower's presidential campaign. From 1938 to 1948 he was copywriter with Cunningham & Walsh, N.Y., his first agency association.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES


"The assistance your station gave us was heartening to the 425 volunteer workers and made their job much easier. Our deepest appreciation to WHBF for this excellent public service, well done."
GEORGE A. UHLMEYER, Campaign Chairman
Rock Island Chapter, American Red Cross
The deeper the roots . . .
the stronger the tree!

With 34 years of public service to the Quad-City area, WHBF has accumulated a wealth of good will and acceptance.

Not only through its broadcasting facilities, but also by active participation of staff members in civic affairs, WHBF is continually contributing to the progress and welfare of this important two-state metropolitan region.

In this radio coverage area of one-half million people, WHBF directs its programming to adult audiences. For availabilities and market details ask Avery-Knodel or write to Maurice Corken, WHBF, Telco Bldg., Rock Island, Illinois.

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FIRST ON YOUR DIAL

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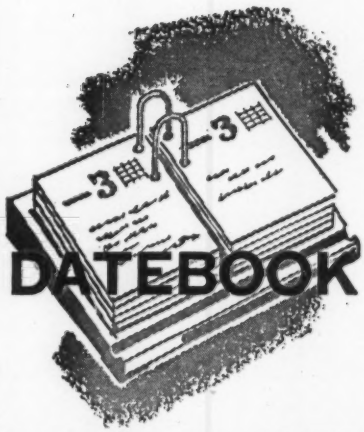
THE VOICE OF NEW YORK

Call us collect at MUrray Hill 8-1500
Or contact AM Radio Sales.



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

Dec. 27-30—American Marketing Assn. Marketing Education Div. winter conference, Willard Hotel, Washington.

*Dec. 28-30—Speech Assn. of America, annual convention, meeting concurrently with American Educational Theatre Assn., National Society for the Study of Communication, American Forensic Assn. and the National University Extension Assn. Monday: The Role of Broadcasting in Politics. Speakers: J. Leonard Reinsch, executive director, 1960 Democratic convention; Elmer W. Lower, manager of news and public affairs, NBC Washington; Robert Humphreys, campaign director, Republican National Committee. Tuesday: all-convention luncheon, Robert Thayer, State Dept.; and labor symposium. Wednesday: The FCC's Role in Broadcasting; Sen. William Proxmire (D.-Wis.); John Doerfer, FCC chairman. Statler Hotel, Washington, D. C.

*Dec. 29—Broadcast Career Seminar, WICE Providence, R.I. Key speakers: Sen. John O. Pastore (D-R.I.), FCC Comr. Frederick W. Ford.

Dec. 28-29—Alpha Epsilon Rho (national honorary radio-tv fraternity) western states regional convention, U. of Southern California Telecommunications Dept. and CBS Tv City, Los Angeles.

Dec. 31—Academy of Television Arts & Sciences New Year's Eve ball, Beverly Hilton Hotel, Beverly Hills, Calif.

JANUARY 1960

Jan. 5—Radio & Television Executives Society timebuying-selling seminar. Louis Hausman, director, Television Information Office, and Gilbert Seldes, author, critic and director of Annenberg School of Communications, U. of Pennsylvania, provide "A Critique At Mid-Season." Hotel Lexington, New York, noon-2 p.m.

Jan. 6—Chicago chapter, American Women in Radio & Television, regular monthly meeting, Continental Room, Fred Harvey Restaurant's Bottle & Bowl, 71 E. Jackson Blvd. Featured speaker: Walter Schwimmer, head of Walter Schwimmer Co., film production-distribution firm.

Jan. 6-9—High Fidelity Music Show, Shrine Exposition Hall, Los Angeles. Sponsor: Institute of High Fidelity Manufacturers.

Jan. 8—Federal Communications Bar Assn. Annual meeting and banquet, Statler Hotel, Washington.

*Jan. 8—Academy of Television Arts & Sciences "close-up" dinner-show testimonial to Arthur Godfrey, Astor Hotel, New York. (Rescheduled from original announcement for Dec. 4 at Seventh Regiment Armory.)

Jan. 10-14—National Retail Merchants Assn., 49th annual convention, Hotel Statler-Hilton, New York. Sales promotion division board of directors meet there on 13th.

Jan. 11—Comments due in FCC rulemaking to authorize vhf translators with a maximum power of 1 w.

Jan. 11—Chicago Broadcast Adv. Club regular monthly luncheon, Sheraton Towers. Main speaker: Sol Taishoff, editor-publisher, BROADCASTING. Thomas Wright, vp at Leo Burnett Co., presides as BAC president.

Jan. 12—Radio & Television Executives Society timebuying-selling seminar. H. P. Lasker, vice president in charge of sales, Crosley Broadcasting Corp., and William E. (Pete) Matthews, vice president-director, media relations-planning, Young & Rubicam, view "How Many Commercials Make Too Many?" Hotel Lexington, New York, noon-2 p.m.

Jan. 13—Canadian Board of Broadcast Governors opens public hearings for second tv license in Winnipeg.

Jan. 16-17—Eighth annual Retail Adv. Conference, Palmer House, Chicago. Among key speakers: Robert M. Cox, president of WMCK McKeesport, Pa., and Cox's Dept. Store; Frances Corey, vp of Grey Adv. for west coast operations, and Josephine Brooker, advertising manager of Buttrey's Dept. Store, Great Falls, Mont., and specialist in radio promotion. Presentation of outstanding retail promotion awards, discussions, workshops and reception comprise remaining agenda.

Jan. 18—Canadian Board of Broadcast Governors opens public hearings for second tv license in Vancouver.

Jan. 19—Los Angeles, Hollywood and Los Angeles Women's Ad Clubs joint luncheon meeting, Hotel Statler, with Richard Ryan, general manager, KLOK San Jose, Calif. (president, Advertising Assn. of the West), as major speaker in an AAW program. Felix Adams, vp, Radio Recorders (Hollywood Ad Club president), will be chairman.

Jan. 19—Ninth annual Sylvania awards, Hotel Plaza, N. Y.

Jan. 19—Radio & Television Executives Society timebuying-selling seminar. Carl Lindemann Jr., vice president in charge of daytime programs, NBC-TV, and Frank Minehan, vice president-director of media-chairman of plans board. SSC&B, discuss "What's The Difference In Daytime Audiences?" Hotel Lexington, New York, noon-2 p.m.

Jan. 19-21—National Religious Broadcasters 17th annual convention, Mayflower Hotel, Washington.

Jan. 22-24—Advertising Assn. of West midwinter conference, Lafayette Hotel, Long Beach, Calif.

Jan. 25—Retrial of former FCC Comr. Richard A. Mack and friend, Thurman A. Whiteside, on charges they conspired to throw grant of Miami ch. 10 to National Airlines. U. S. District Court, Washington.

Jan. 25—Hollywood Ad Club luncheon, Hollywood Roosevelt Hotel. Speaker: Kevin Sweeney, president, Radio Advertising Bureau.

Jan. 25-29—National Sales Executives-International St. Louis Field Sales Management Institute, The Chase-Park Plaza Hotel there.

Jan. 26—Radio & Television Executives Society timebuying-selling seminar. Performers Bob Elliott and Ray Goulding quip on the question of whether audiences are "Out-Sophisticating" the sponsors. Hotel Lexington, New York, noon-2 p.m.

Jan. 26—Academy of Television Arts & Sciences forum on international television, Beverly Hilton Hotel, Beverly Hills, Calif.

Jan. 26-28—Georgia Radio & Tv Institute, Athens. Co-sponsors: Georgia Assn. of Broadcasters, U. of Georgia's Henry W. Grady School of Journalism. Speaker: Sig Mickelson, CBS News president.

Jan. 27—Advertising Research Workshop, Assn. of National Advertisers, Hotel Sheraton-East, New York.

Jan. 28-30—South Carolina Broadcasters Assn. annual convention, Hotel Greenville, Greenville. Ken Beachboard of WFBC-TV there will be in charge of the tv sessions.

Jan. 29—Adcraft Club of Detroit, Statler Hotel. Speaker: Robert Hurleigh, president, MBS.

Jan. 30—Oklahoma Broadcasters Assn. annual meet, Hotel Tulsa, Tulsa. FCC Comr. Robert E. Lee and Balaban stations' John Box slated to speak.

FEBRUARY 1960

Feb. 2—Radio & Television Executives Society timebuying-selling seminar. T. Rodney Shearer, vice president, A. C. Nielsen Co., and James W. Seiler, director-president of American Research Bureau, square off on ratings. Hotel Lexington, New York, noon-2 p.m.

Feb. 3-5—Institute of Radio Engineers' winter convention on military electronics, Ambassador Hotel, Los Angeles.

Feb. 4—Minnesota AP Broadcasters Assn., annual meeting, Minneapolis.

Feb. 5—Advertising Federation of America midwinter conference, Statler-Hilton Hotel, Washington.

YOU MAY NEVER GROW 8 FEET TALL* —

BUT... WKZO Radio Will Make Your Product A Giant In Kalamazoo-Battle Creek And Greater Western Michigan!

7-COUNTY PULSE REPORT

KALAMAZOO-BATTLE CREEK AREA—MARCH-APRIL 1959

SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	30	21	11
12 NOON - 6 P.M.	27	22	10
6 P.M. - 12 MIDNIGHT	29	22	10

WKZO Radio's tremendous day-in, day-out audience—*32% larger than that of any other station*—can help make Kalamazoo-Battle Creek and Greater Western Michigan one of your "big ticket" markets.

The latest Pulse survey gives WKZO the highest rating morning, afternoon and evening in *345 of 360 quarter hours surveyed!*

Feed your sales with WKZO Radio! Ask Avery-Knodel for the details.

**Robert Wadlow, Alton, Ill., is said to be the tallest man of all times at 8 feet, 9½ inches (491 pounds).*

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

YOU KCAN'T KCOVER TEXAS without KCEN-TV

BIG SPREAD!
our 85 mi. "B" coverage—big even for Texas—gives you 20 more coverage miles in Central Texas than our nearest rival!

NBC CHANNEL KCEN-TV TEMPLE & ACO

BLAIR TELEVISION ASSOCIATES
National Representatives

OPEN MIKE

'Minds in Conflict'

EDITOR:

As a former broadcaster, may I add my congratulations for your splendid editorials, "Minds in Conflict" (Dec. 7 and 14).

It is almost amusing to see how panic buttons are being pressed all along Madison Ave. Yet, in the long run, the public's image of the industry will be fashioned not by big public relations budgets and slick promotion but by less glamorous and more enduring statesmanship. It is high time the boys grew up. If they would look less through a window and more at a mirror, our hopes for a maturing profession would be realized.

William B. Levenson
Deputy Superintendent
Board of Education
Cleveland, Ohio

EDITOR:

"Minds in Conflict — Part II" (Dec. 14) hits the nail right on the head.

Ben Strouse
President
WWDC Washington

EDITOR:

CONGRATULATIONS ON YOUR EXCELLENT EDITORIAL "MINDS IN CONFLICT." WE WHO HAVE BEEN CONCERNED WITH BROADCASTING IN THE PUBLIC INTEREST HAVE LONG STRESSED THE ROLE OF BROADCASTING AS A MEDIUM OF COMMUNICATION. YOU HAVE STATED THE CASE MOST CLEARLY AND SUCCINCTLY. IF YOUR EDITORIAL BECOMES THE CONSCIENCE OF THE BROADCASTING INDUSTRY, YOU WILL HAVE GIVEN US NEW HOPE FOR THE FUTURE.

Henry H. Mamet
Executive Director
Broadcasting Commission
Chicago Board of Rabbis

BBDO & 'GE Theatre'

EDITOR:

. . . your Videodex column of television ratings roundup information . . . Dec. 14 issue page 43 . . . names Maxon as the agency for [*General Electric Theatre*] whereas since its inception in 1955 and before that BBDO has constantly acted as the agency of record for this program.

John H. Driscoll
Production Supervisor
General Electric Theatre
BBDO, New York

Paying for privileges

EDITOR:

Newspaper articles credit the editor of *Harper's Magazine* with the recommendation that the government take a percentage of total income from broadcasting stations.

Perhaps such action would help to overcome that portion of the postal deficit incurred because of mailing privileges granted to certain parties. . . .

Harold P. See
General Manager
KRON-TV San Francisco

Lestoil and radio

EDITOR:

Congratulations to Blair, WAKY Louisville and Lestoil for giving radio a really good try for a sustained period (page 29, Dec. 14).

However, in your story you said that this was Lestoil's first time in radio. I well remember December 1954 when I sat down with Ike Eskanasy and signed a 52-week contract for 100 announcements per week on WORC Worcester, Mass. At that time, Lestoil's distribution was limited to western Masachusetts and the Hartford, Conn., area.

It looks likes Lestoil might go full circle and come back to radio again in a healthy manner.

Kenneth M. Cooper
WICC Bridgeport, Conn.

Music and management

EDITOR:

May I suggest that tighter management control of music played on the air is not the solution sensible broadcasters should rush to adopt. For one thing, there is nothing duller than music picked by program managers, sales managers, general managers and librarians. The music on the show should represent the personality of the disc jockey; otherwise, Muzak or some similar service can take over and there will be no need for any of the above personnel.

If the disc jockey does not know music (without looking at a chart) at least by instinct, if not by training and experience, then he should not be doing a musical show. . . .

Tom Eldridge
Hollidaysburg, Pa.

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

MEMO
to: All Time Buyers
from: Milt Klein KEWB

We didn't have time to get up a slick ad... but did you know that KEWB has gone from a big fat O to NUMBER TWO in the San Francisco-Oakland market in only 5 Months? Both Oct/Nov Hooper & Oct Pulse give us an average total audience share of 15%

KEWB BERMUDA BUILDING
2150 FRANKLIN • OAKLAND 12, CALIFORNIA
EXbrook 7-2891 TEmplebar 6-0910
ROBERT M. PURCELL, president
MILTON H. KLEIN, general manager
THE KATZ AGENCY, INC.
National Sales Representatives
•
A Service of Crowell-Collier
ROBERT M. PURCELL, *Director*

CHECK and DOUBLE CHECK

WTHI-TV offers the lowest cost per thousand of all Indiana TV stations!

One hundred and eleven national and regional spot advertisers know that the Terre Haute market is not covered effectively by outside TV

WTHI-TV
CHANNEL 10 • CBS—ABC
TERRE HAUTE
INDIANA
Represented Nationally by Bolling Co.

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COMPTROLLER ..... Irving C. Miller
ASST. SEC.-TREAS. ..... Lawrence B. Taishoff

*

BROADCASTING

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

* Reg. U. S. Patent Office
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Anita Sundin Calling...

"Anita Sundin Calling" is heard Monday through Friday in convenient 90-second "capsule" form at peak hours for reaching women in the home and on their way to shop.

Anita provides Quint-City area housewives with a daily stream of recipes, hints to make home-making easier and social notes. Local groups use the show as their bulletin board for fraternal, social, civic and educational announcements.

Anita has a wide following and her audience respects her advice. Many women tell us they listen to the program to learn what is going on in the area.

Anita is available as a personality or for spot adjacencies . . . contact your P.G.W. Colonel or call, write or wire Sales Department WOC AM-FM-TV, Davenport, Iowa.

WOC
PRESIDENT Col. B. J. Palmer
VICE-PRES. & TREASURER D. D. Palmer
EXEC. VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D. Wagner
MANAGER Ernest C. Sanders
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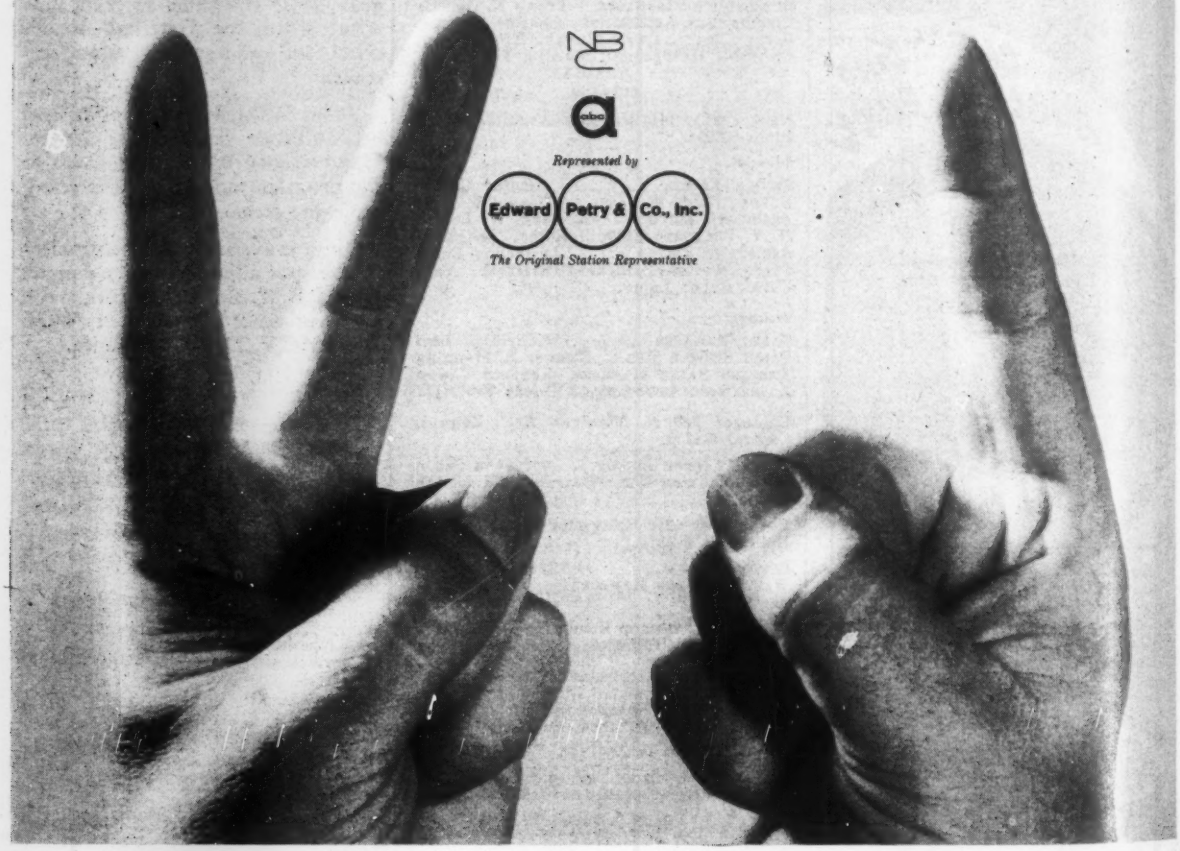
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.
RADIO AM | FM
PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

In the Providence market WJAR-TV leads by almost 2 to 1* in weekday adult programming!

*NIELSEN FIGURES: From 7 A.M. to 6 P.M., Monday through Friday, there are 35 fifteen-minute segments of adult programming on both Providence stations. WJAR-TV leads on 22, the other station on 13 — a clear preference of almost 2 to 1! (Nielsen, August, 1959 Metro Ratings)



NBC

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

MONDAY MEMO

from **PETER G. PETERSON,** *executive vice president and general manager, photographic products division, Bell & Howell, Chicago*

Sponsorship without censorship?

Sponsorship of tv that permits freedom from advertising control—similar to the freedom of control traditional with newspapers and magazines—is not only providing significant programs but is also proving effective for Bell & Howell.

Originally, we signed up to co-sponsor (with the B.F. Goodrich Co.) six of the *CBS Reports* series as an experiment to see if thought-provoking information programs would be commercially feasible during prime evening time periods.

Based on our results to date, we have just added two additional programs in January and February (the schedule previously called for one program a month during October, November, December, March, April and May).

We have absolutely no control, and certainly want none, over what is presented. For example, no one at Bell & Howell saw any part of the controversial "Population Explosion" before it appeared on tv.

Faith in the Medium • This is as it should be. No responsible company expects to have any thing to say about what is run in the news or editorial columns of the newspapers and magazines in which it advertises. An advertising investment in these media is based on faith in the judgment and integrity of the editors and in their ability to give the public information that will attract the desired audience.

In our opinion, this is the way television must evolve if it is to fulfill its promise of significant importance as a communications medium; i.e. in the movement of serious information.

For several years one of the topics of the day has been, "What's wrong with television?" From an advertising standpoint there has been little wrong. Television has demonstrated its ability to carry products and services into the American living room and many a sponsor has enjoyed sales increases directly or indirectly attributable to this ability. Bell & Howell, for example, has spent the bulk of its advertising budget on tv for the past several years. We don't think any medium can demonstrate products like electric eye cameras or automatic threading projectors as effectively as tv.

Double Duty • But a sizeable segment of the public felt that tv was not meeting an obligation to inform as well as entertain.

How often, for example, has tv brought its audiences programs on great public issues? The networks have done it, of course, but too often the shows have been unsupported by sponsors and shown on Sunday afternoons when most families are otherwise occupied. On a Saturday morning quite by accident a number of us heard the CBS-TV program, "The Red Face of China," and found it exciting. This is the kind of program, we thought, which should be done during prime evening hours.

To sponsor such programs would be a challenging and creative job but this posed a basic question: Could such programs attract an audience that would make them commercially feasible?

In favor of the idea was one of the marketing facts of life: In the photographic industry the best potential customers for Bell & Howell quality movie equipment are young parents with higher than average education and income. Might not this group also be a good prospective audience for programs of this type? And wouldn't this kind of programming be likely to make a quality impression on its kind of audience?

Peter G. Peterson, before joining Bell & Howell in 1958, was assistant to the president of McCann-Erickson, responsible for the agency's regional offices. Earlier he was general manager of McCann's Chicago office and before that executive vice president of Market Facts Inc., Chicago.

High Interest • We found the networks intensely interested in developing a program series to be sponsored during prime evening hours. The resulting *CBS Reports* is an outstanding credit to the determination of the CBS-TV network to make the programs exciting as well as significant.

Because of the nature of the programs, we have received many inquiries as to the response we have obtained.

• We have been gratified to find that the mail received indicates many Americans are mature and intelligent enough to want such thought-provoking material made available to them on tv. The great majority of those who disagreed with the ideas presented disagreed without rancor. When one considers the controversial nature of "Population Explosion" this is quite a tribute to the American people. The network refers to the mail reaction as "spectacularly good."

• From an advertising standpoint, nothing we had previously done had created so much comment from the public as well as from editors, thought-leaders and dealers.

• Over 100,000 school teachers wrote for special discussion guides prepared by the National Education Assn. on the first show, "Biography of a Missile," and millions of school children were asked to view the program as an assignment for class. Considering our interest in the school market as the leading manufacturer of sound projector equipment, we feel this is an excellent plus value of the series.

• Preliminary research indicates that sponsor identification was unusually high for the first two programs—significantly higher than one might expect for tv specials.

• While tv has been thought of as a mass medium, not particularly selective of any given segment of the population, our audience research on *CBS Reports* suggests that this kind of programming is unusually selective in reaching our best prospects.

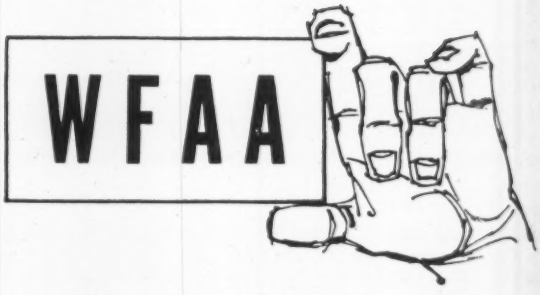
To sum up, we are very pleased with the results. And we intend to place our full confidence in the network's judgment, creative skills and integrity in future programs as well. Sponsor "help" isn't needed in this area.

From *pianissimo* to resounding *crescendo,* every movement of the hands reflects a quality touch possessed by the maestro. Experience, dedication, desire—these are the elements which help to achieve such eminence. They are the same ingredients which make possible the quality touch found today in better radio and television station operations.

Represented by

Edward Petry & Co., Inc.

The Original Station Representative



radio & television • dallas

Serving the greater DALLAS-FORT WORTH market

BROADCAST SERVICES OF THE DALLAS MORNING NEWS

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
December 28, 1959
Vol. 57 No. 26

AGENCY TV OPTIMISM RUNS HIGH

Study finds agencies feel Washington probes won't hurt medium in the long range, but they expect ad copy and program improvements

There are signs of a new optimism about television that is developing among the nation's leading advertising agencies, even before the running criticism of the medium begins to abate.

This is the prevailing current of opinion found in a check of the top 50 radio-tv agencies by BROADCASTING last week. Not all replied, some citing either the pressure of year-end business or a reluctance to comment in these controversial times. But among those who did, the overwhelming majority felt that television would come out of the investigations with greatly improved programming, better commercials and greater-than-ever overall value. None reported that tv had lost its effectiveness as a result of current criticism.

The agency canvass found, too, that these changes for the better are not far off. Several agencies reported they've already had internal discussions about achieving these goals and that the word has gone down the line to exercise the greatest care in regard to taste and believability in preparing commercials. Many others do not wish to discuss it publicly, but report privately that they're intensifying their supervision of commercials, reviewing plans more closely than ever and approaching them with a new point of view. In some cases, they say, they've thrown out proposed copy and in others have made changes.

Their clients, the advertisers, also are showing shifts in attitudes. Particularly, they're becoming more selective in their program choices, say some agency men, and increasingly concerned with the image of the program product with which their commercials appear.

Program Control Issue • The "for the record" comments of most of the advertising agencies reflect the feeling that the advertiser should retain an interest in program control—and some even that he should intensify it. But this sentiment is at variance with some individual agency men's "off the record" opinions: many believe the networks should assume greater editorial control over programming, but they're generally reluctant to say so because (1) they know most of their clients don't feel that way and (2) in most cases the largest body of opinion within their own agencies leans the other way.

One reservation does crop up about tv's sales effectiveness, primarily in the "off the record" comments. This is to the effect that although agencies themselves do not look askance at tv, some of their clients have questioned the advisability of getting too deeply into the medium right now. This reluctance is usually attributed to doubts about the believability of tv advertising—a subject on which research has produced

M-E's CLYNE C&W's CUNNINGHAM FC&B's CONE

They see investigations sharpening advertising self-appraisal

findings that are contradictory.

Specifically, this is what leading agencies say about tv today:

MacManus, John & Adams • Mark Lawrence, vice president for radio-tv at MacManus, John & Adams, New York, does not believe the investigations will have any effect on the future of tv as an advertising medium, nor have they changed his ideas about the effectiveness or tv, "but if the investigations help to make bad commercials better, then I'm glad to see it," he remarked. "There has been no necessity for our agency to change any of its operating policies," he said.

"Ad agencies should not be in show business but they should try to get the best production people for both packaged and network programs . . . that is my personal theory."

Regarding the spot-carrier concept, Mr. Lawrence feels that "with very few exceptions the viewing public doesn't know and doesn't care about commercial concepts . . . viewers only get concerned over too many commercials or when they are particularly annoying."

Erwin Wasey, Ruthrauff & Ryan • Rollo Hunter, vice president in charge of radio-tv for Erwin Wasey, Ruthrauff & Ryan: "The investigation will have one positive effect: it will put all of us in the industry on our toes. It will upgrade programming and, in the long run, improve commercials. We all will have to exercise more care in the production of commercials. I personally do not feel that advertiser influence on programming is necessarily bad. Many of us have had experience in programming and our background can be helpful to a packager. In sum, the investigations may well have a very salutary effect on tv."

Compton Adv. • Bart Cummings, president of Compton Adv., does not believe that the investigations will have an "adverse effect" on tv as an advertising medium. On the contrary, he feels that tv will emerge stronger than ever because all elements, prodded by warnings, will exert more effort to improve all phases of the medium. He acknowledged that his agency and its clients have discussed the situation over the past two months and he said clients will insist on "proof of performance" of claims made in commercials.

Doyle Dane Bernbach • Maxwell Dane, vice president and partner in Doyle Dane Bernbach, New York, voiced the belief that the investigations will prompt both program producers and commercial producers to upgrade the quality of their end product. Advertisers, he said, have indicated they will be much more selective in the programs with which they will be associated. They will ask their agencies to prepare commercials "with a ring of sincerity and believability" and eliminate those with "exaggerated claims," he said. In the long run, according to Mr. Dane, the investigations will upgrade all advertising, including ads in newspapers and on radio, which "are not entirely blameless.'

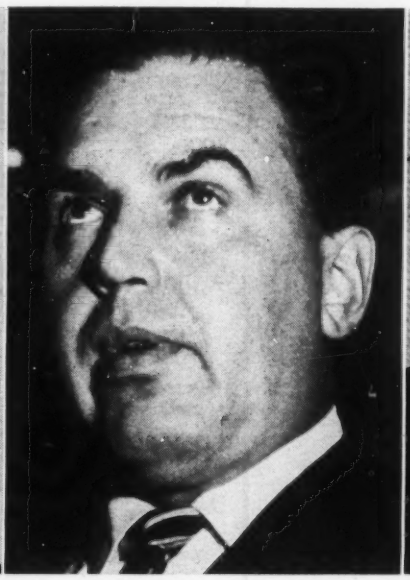
Mogul Williams & Saylor • Leslie L. Dunier, vice president in charge of radio-tv for Mogul Williams & Saylor, New York, doubts if there will be "a really dramatic or significant change in tv with respect to its effectiveness as an advertising vehicle." But he stressed that "greater care and vigilance" will be exercised to eliminate "any hint of suspicion where suspicion may have once conceivably arisen." He acknowledged that as a result of the investigation, MW&S is "more careful than ever before with respect to the substantiation of claims made by our clients."

Mr. Dunier said that when quiz shows return to the air (and he expects them to), they will accent entertainment and participation rather than cash rewards. He endorsed the spot carrier concept, largely because it permits an advertiser to engage in nighttime network advertising "with a budget that certainly would preclude its participation as a sponsor or a co-sponsor of a half-hour program in prime time."

Guild, Bascom & Bonfigli • Miss Reggie Schuebel, vice president in charge of network relations for Guild, Bascom & Bonfigli, New York and San Francisco: "Tv is and will continue to be the mass medium of advertising—and investigations cannot change that. I would say that tv is and will continue to be effective. The investigations have not changed the minds of the public—the viewers are still extremely receptive to broadcast advertising. It is my belief that advertisers have a right to influence the type of programming they want to associate themselves with—the matter of 'proper climate' is a most important factor advertisers must consider."

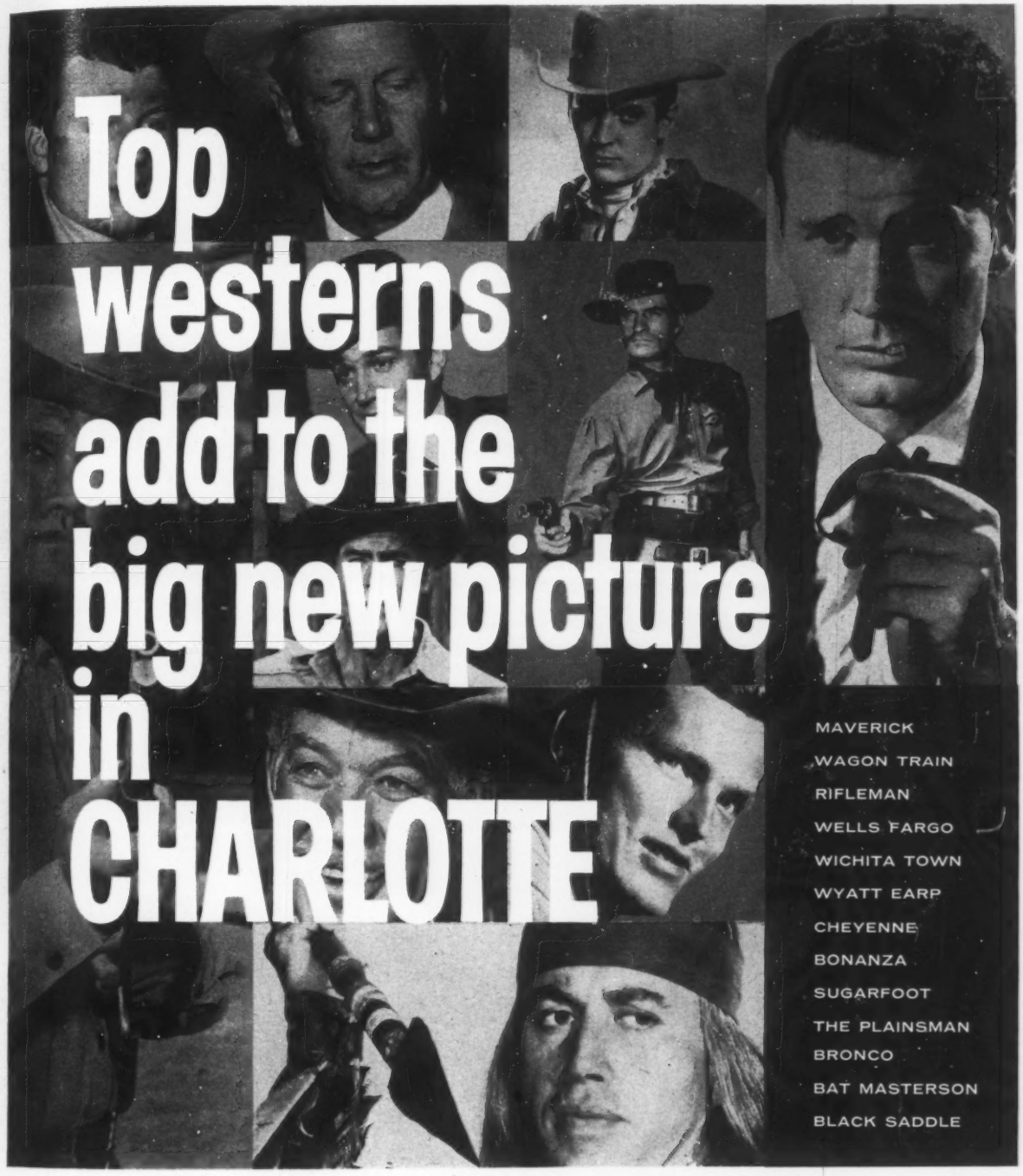
Cohen, Dowd & Aleshire • Harry B. Cohen Jr., vice president of Cohen, Dowd & Aleshire, New York, voiced the view that the current developments will have "a very beneficial and positive effect on tv as an advertising medium." The result, he said, will be "a more entertaining, interesting programming" and "better commercials and greater strength for tv." He asserted

COMPTON'S CUMMINGS



EWR&R's HUNTER

PARKSON'S BERGMANN



Sure as shootin', things have happened in Charlotte. Here you see one more phase of the formula that is changing audience patterns in America's 25th largest television homes market. The best of NBC, ABC—plus MGM, Warner, Paramount, others! WSOC-TV program strength is unmatched in the Carolinas. Make a better buy. Buy WSOC-TV..... one of the great area stations of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

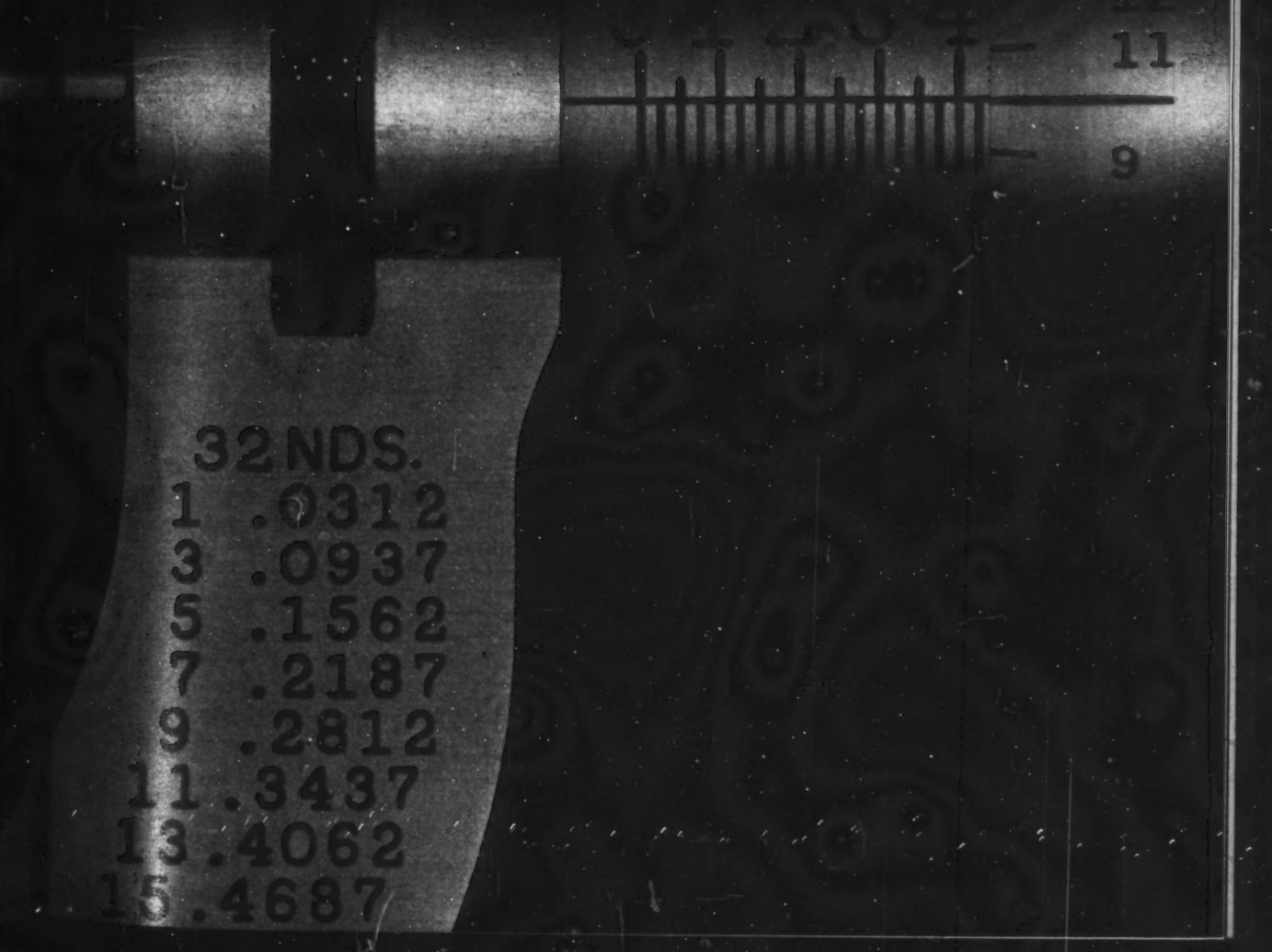
Small measure

To the five CBS Owned television stations, dollar measure is but *small measure* of the value of their community service activities.

The fact that in 1959 these local stations devoted better than *eleven million dollars* in time and production costs to non-network public affairs programs and messages is a small gauge of accomplishment. Much more important was the *limitless* amount of care, imagination and skill expended to insure that these information programs met the same high standards as any of the top-rated programs in the most varied, widely-viewed broadcast schedules in television today.

It is this consistent devotion to excellence which this year won for the CBS Owned stations more than *45 awards and citations* for public affairs programming. And which provides an indication of the immeasurable contribution to the communities they serve made by CBS Owned WCBS-TV New York, WCAU-TV Philadelphia, WBBM-TV Chicago, KMOX-TV St. Louis and KNXT Los Angeles.

CBS TELEVISION STATIONS



A new shape seen for programming and buying

Television programming will see a renaissance of half-hour situation series, Robert L. Foreman of BBDO, New York, said Monday (Dec. 21) at an American Marketing Assn. luncheon in New York. Mr. Foreman said he believes advertisers will pick shows carefully from now on to intensify product and company identification.

Mr. Foreman, BBDO executive vice president, who shared a speaker's platform with Carl Spielvogel, advertising columnist of the *New York Times*, said sponsor identification is at a low ebb and that the trend is away from cowboy and private eye stereotypes on network tv in this season of government investigations. He said it is "difficult if not impossible" to tell the difference between shows with 28 westerns and 19 private eye shows on network tv.

The magazine or spot-carrier concept of sponsorship is no bargain in Mr. Foreman's book. (His agency billed around $73 million in television this year.) He showed a battery of slide graphs based on BBDO research for various products showing how poorly advertisers fared in "participation situations," as compared with "sponsor's own program." Another set of slides demonstrated low memorability scores for mystery and adventure (western) shows against other types of programming.

If *I Remember Mama* were on the air today, it would be one of the most successful in terms of cost-per-thousand and rating, Mr. Foreman said, adding that it would have P-TA and government approval and perhaps even that of the Audubon Society.

Government investigations not only are adding impetus to a trend toward a new program "balance," they also may be speeding a return to "another avenue of wisdom," Mr. Foreman thinks. This is in the evaluation of ratings. Sponsors will buy television more in the manner they buy magazines, he thinks, choosing a vehicle for "what it is" rather than its circulation alone. This implies qualitative values, taking into consideration a sponsor's specific market, his "rapport" with the show and other factors. "The tv numbers game is not good citizenship and it is not good business," Mr. Foreman believes.

MR. FOREMAN

He offered the *CBS Reports* documentary tv series co-sponsored by B.F. Goodrich as one which has lost the network rating race in its three installments so far but which BBDO thinks has done "great things" for client Goodrich. He showed audience studies concluding that viewers received the show well and got a great deal out of commercials. On the latter point, Mr. Foreman observed, "When I was working on *The $64,000 Question*, which I'd just as soon forget these days, I found that people do react this way. They're aware of what a sponsor is trying to do." (Revlon, *$64,000* sponsor, is a former BBDO account).

Furthermore, "no businessman can ignore the fact that each program carries with it more than an advertising goal," Mr. Foreman warned. Aiming for the lowest common demoninator in the tv audience will bring more investigations and government restrictions, he said. But by giving attention to qualitative values, "We will save this medium for the country and for business," Mr. Foreman summed up, concluding: "It's later than we think, but we are thinking and it's not too late yet."

Mr. Spielvogel, whose assigned topic was "The Deep Significance of the Investigations," said he is convinced viewers are still watching television and still buying sponsor products. Any damage to commercial believability is minute, he feels.

The columnist generally minimized business effects of the investigations but predicted, "We're going to hear more from the [New York] District Attorney," saying that District Attorney Frank Hogan is currently looking at books of a couple of companies.

The fact that official inquiries have thrown "a little scare" into those who make television commercials, Mr. Spielvogel feels is leading to a healthy re-evaluation of advertising. The Federal Trade Commission at best can't do much policing, so responsibility remains with advertiser and agency, he reminded the marketing group. Accountability of the agency still has not been clarified, however, he noted.

The fact that television concerns the top level of advertiser management has been underlined by recent business developments, Mr. Spielvogel said. He sees promise of a "more sophisticated" approach from the fact that advertisers are drawing executive talent more and more increasingly from among agencymen.

that tv continues to be "an effective medium, particularly for those advertisers who have not abused the tremendous power of this medium."

Mr. Cohen contended that the advertisers, in general, have "a very beneficial influence" on tv programming and noted that "the fact that a few participated in the giveaways does not indict advertisers and their influence on tv programming." He said the spot carrier concept can be effective and reported that several of the agency's clients have bought time on *Jack Paar Show* and *Today* on NBC-TV.

Mr. Cohen indicated that some of the networks, in an effort to convince the public of their integrity, have swung far wide of the investigations; he insisted that the public is "after all, more interested in the intrinsic values of the programs rather than whether they are filmed, taped or pre-recorded."

McCann-Erickson • C. Terence Clyne, senior vice president in charge of radio-tv at McCann-Erickson, finds one area that persists in nibbling at the broadcast media's stature. To Mr. Clyne the problem is "overcommercialization and bad taste" wherever they exist. He says he hasn't seen any evidence of network (or station) policy that "hits at the roots of this evil." The leadership in bettering the situation, Mr. Clyne offers, must come from the networks. Their must be rules on correction of abuses wherever found—"I'm hopeful the networks will stop fretting about insignificant things," he comments.

The "insignificant things" in his view include network rules or policy discussions on canned laughter and taped programs. "Nobody cares" about these, he says. There'll always be advertising which is in good taste, he points up, intimating that general rules and standards on overcommercialization and commercials in bad taste would serve to protect these advertisers' interests (by association).

Mr. Clyne disclosed that M-E has had internal meetings to caution its writers and producers of commercials that they must guide themselves on matters of good taste both in terms of product appearance and in copy. Mr. Clyne noted, however, that "we've had no critical situations" at M-E. He also is on record as opposing the spot carrier concept in network advertising and as believing in the retention of advertising influence in

Yep, as always we agree on Atlanta

For the month of October Mr. ARB discovered that WSB-TV was viewed by the most people 62% of the time.

Then along came Mr. Nielsen in November and revealed that this same dominance existed, only more so. WSB-TV led with top audiences 74% of the time!

In this 3-station market ARB found WSB-TV with half of the top 10 shows of October. According to Nielsen, WSB-TV had nine of them—and one of the nine was a WSB-TV produced news show.

In few major markets do advertisers find such massive preference for one station. Teamed with WSB-TV's bigger coverage pattern, it is producing uncommonly good sales results. Certainly your advertising belongs on WSB-TV.

ATLANTA'S

WSB-TV

CHANNEL 2

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

Contiguous Washington, D. C. trading areas now *at attractive*

Recent affiliation of Stations WMAL and WMAL-TV (the Evening Star Stations), Washington, D. C., and Stations WSVA and WSVA-TV, Harrisonburg, Va., permits a logical consolidation of time buying for the two markets.

Harrisonburg, located in the rich Shenandoah Valley 123 miles

What happens when you add WSVA-TV to WMAL-TV?

1. You gain measured coverage in a one-station area encompassing 100,000 television homes. Within WSVA-TV's Grade B contour are 41 counties in West Virginia, Virginia and Maryland. No *outside* station can achieve effective penetration of the Shenandoah Valley.

2. You buy at package-plan discount rate earned by announcements purchased on WMAL-TV. For example, purchase of WMAL-TV's 12-plan earns a weekly discount of 50% which applies to WSVA-TV purchases without limitation.

For details, check with H-R Television, Inc.

–Harrisonburg, Va. available to advertisers *combination rates:*

southwest of Washington and 120 miles northwest of Richmond, is a thriving city whose trading area, because of mountain ranges, is not effectively reached by outside stations.
Combination rates allow advertisers to reach Shenandoah Valley residents at very low cost.

What happens when you add WSVA Radio to WMAL Radio?

1. You gain effective coverage of approximately 189,000 radio homes. Because of WSVA's superior frequency (550 kc), its effective coverage area extends to some 35 counties in Virginia, West Virginia and Maryland.

2. You buy at combination rates. For a purchase of five or more announcements per week on each station concurrently, an advertiser receives bonus announcements equal in value to 20% weekly of cash expenditure on each station.

For details, check with H-R Representatives, Inc.

Central clearing house idea gains

Another agency executive has deplored the glut of paper work needed to check performance affidavits for spot broadcast.

Roger C. Bumstead, media director, MacManus, John & Adams, New York, said last week that if a clearing house could be set up, it "would certainly simplify the lives of those of us in media work and advertising accounting." Mr. Bumstead's remarks were contained in a letter sent to Norman Cohen, comptroller and assistant to the president, Mogul Williams & Saylor, New York.

Mr. Cohen in a MONDAY MEMO (Nov. 23) asserted that in the less than 40 years it took for the broadcast business to mature, "Nobody has devised a new or sufficiently different methodology for affidavit checking."

Mr. Cohen had complained that clerical time consumed in affidavit checking "for even a modest spot buy" was enormous and "disproportionately costly." He proceeded to treat as a "garish dream" the setting up of a central clearing house for affidavit checking.

Not So Fanciful • Mr. Bumstead commented he'd "like very much to see your 'fantasy' regarding an affidavit center for checking broadcasting billing become a reality."

MR. BUMSTEAD

MR. COHEN

He said the National Outdoor Advertising Bureau which has been quietly studying the possibilities of broadening the service it provides to member agencies to other media," might assume this task. Mr. Bumstead noted that NOAB has been looking into the possibilities of checking newspaper billings and collating tear sheets.

The MJ&A media executive said he was sending a copy of his letter to NOAB along with a tear sheet of Mr. Cohen's article "in the hope that your dream may see realization some time before 1970."

programming (BROADCASTING, Nov. 23).

Young & Rubicam • "Naturally it is true" that Young & Rubicam—as are all the agencies—is not "casual" about what it puts on the air today, comments William E. Matthews, vice president and director of media at Y&R.

Mr. Matthews says this doesn't mean that Y&R has set up review boards or other machinery for checking commercial material. "We have no reason to." The responsibilities there are well-defined, he observes—responsibility on the programming end is with the radio-tv department, the copy responsibility with Y&R's copy department. "We do our best to make sure that quality and value are not lost when commercials are before the public."

Advertisers, agencies, networks and stations are responsible for tv's "proper use" and Mr. Matthews continues, "we can expect that out of these events (congressional exposures) there will be some re-evaluation of that responsibility." But, he cautions: "tv still is the same medium, it hasn't changed." It's a matter of how it's used, Mr. Matthews observes; it shouldn't represent any loss of value and it's the job of advertising and media people to make the value "more significant."

Cunningham & Walsh • John B. Cunningham, chairman of the board, Cunningham & Walsh, asserts that the quiz probe and related investigations will have no effect on the use of tv as an ad medium but will serve to "hasten the clearance of a nationwide educational tv channel." Through what avenue? By purchases of current vhf franchises in "the big cities now lacking educational tv," Mr. Cunningham answers, adding it will not be done "by condemnation or by governmental recapture of current vhf franchises."

Mr. Cunningham says he thinks the investigations will change tv commercials—"the Assn. of National Advertisers at their convention at the Homestead last month took an 'oath of honesty' despite the fact that very few advertisers were in any way guilty. Nevertheless it will have the immediate effect of continuous surveillance on all commercials that are produced by the nation's leading advertisers."

When asked if the probes might have overlooked significant areas he'd care to discuss, Mr. Cunningham said the probes have and are covering everything in programming, commercials and sponsorship and payola. The latter, he adds, "has nothing to do with our advertising business, thank Heavens."

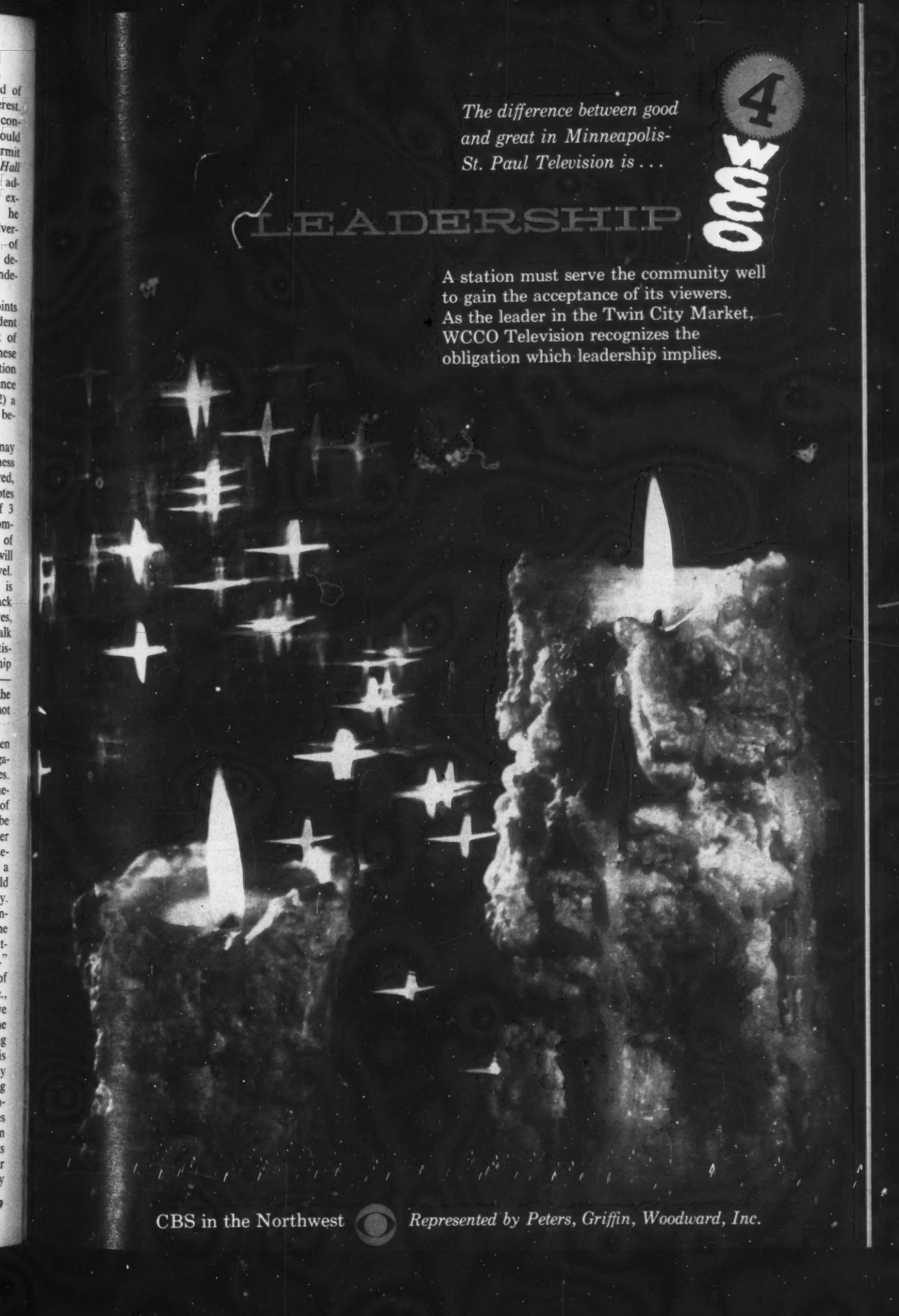
Mr. Cunningham proposes a long-term (of about a year or two) study on whether or not the current method of sponsorship was in the public interest. If it concludes that the magazine concept is the right approach, it still would be necessary for the industry to permit sponsored shows such as *Hallmark Hall of Fame* to continue as long as the advertiser cares to keep on with the exclusive sponsorship. Generally, he thinks that the 10% of single advertiser-sponsored shows on tv are of "higher quality" than programming developed by the networks (either independently or through packagers).

Parkson Adv. • Two important points are made by Ted Bergmann, president of Parkson Adv., which has most of its billing in the broadcast media. These are (1) a weakening of tv's position because of wavering public confidence in the commercials they see, and (2) a tampering with a medium that has become basic in the economy.

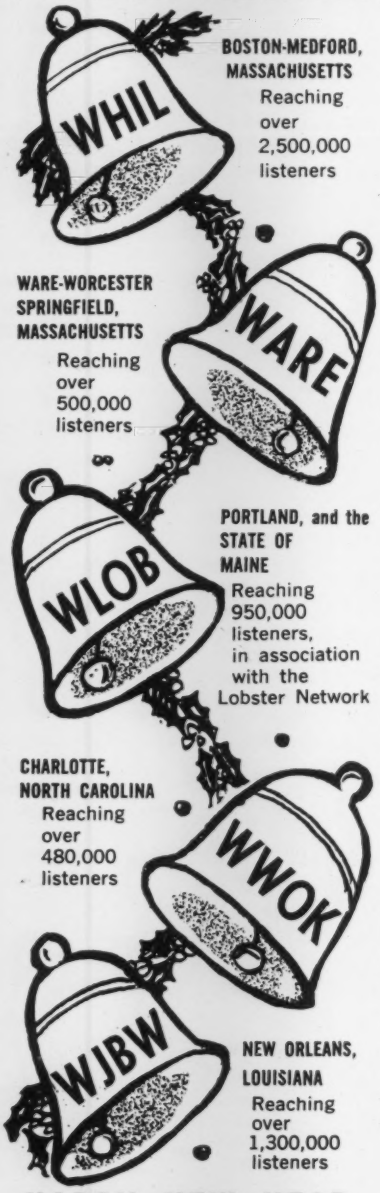
As Mr. Bergmann sees it, tv may weaken as viewers show an uneasiness as to the creditability of what's viewed, be it commercial or program. He notes that a Gallup Poll reveals 2 out of 3 people expressing a disbelief in commercials. Such a lack of confidence of the viewing public, he reasons, will show up on the consumer sales level. Once that happens, Mr. Bergmann is convinced that advertisers will cut back their expenditures on tv. He observes, too, that he's never heard so much talk in the past as he has now by advertising people holding that tv sponsorship must be supplemented by print use—almost as if this were a hedge on the future. He wonders if this might not reflect a fear to go into tv alone.

The tampering with tv comes in when people propose a spot carrier or magazine concept of tv advertising, he notes. By instituting this tv approach, the medium's greatest sales power—that of personal selling of a product—will be knocked out. By taking this and other forms of selling integration, magazine-concept advocates will have caused a tremendous loss in retail sales and could affect the prosperity of the economy. Any legislation, Mr. Bergmann continues, that "restricts the full use of the greatest sales tool ever" (tv's selling attributes) would be a "dangerous thing."

Maxon Inc. • E. Wilhelm, director of radio and television for Maxon Inc., New York, thinks investigators have "ballooned a few odd things" to the point where perhaps they are making more out of it than they should. At this point Mr. Wilhelm can't foresee any particular effects on tv as an advertising medium. Maxon is not directly concerned with deception because it uses "no tricks," Mr. Wilhelm explains. On the issue of program control, "networks have had the production reins in their hands," he says. An agency ordinarily


The difference between good and great in Minneapolis-St. Paul Television is . . .
LEADERSHIP
4 WCCO
A station must serve the community well to gain the acceptance of its viewers. As the leader in the Twin City Market, WCCO Television recognizes the obligation which leadership implies.
CBS in the Northwest
Represented by Peters, Griffin, Woodward, Inc.

RING OUT...
...THE BELLS!



HAPPY NEW YEAR
from your
TARLOW TOWER
reaching over
5,730,000 people

WHIL, WWOK, WJBW, WLOB — NATIONAL REP.: Richard O'Connell Co.
WARE—NATIONAL REP.: BREEN AND WARD CO.
TARLOW ASSOCIATES
SHERWOOD J. TARLOW, PRESIDENT

has little say on program content, Mr. Wilhelm asserts.

Fletcher Richards, Calkins & Holden • S.J. Frolick, senior vice president, director of tv & radio of Fletcher Richards, Calkins & Holden, New York, says that while public confidence in quiz shows probably has been shaken, "I don't for a moment think that confidence has been shaken in television as a medium. They're still watching." On deception in commercials, Mr. Frolick feels that the government ought to draw a line between deceptive and truthful production practices. The Fletcher Richards agency anticipates no changes in its operation, however. Its production practices are "honest and above board, and we don't have anything to change," Mr. Frolick says, but there are some in the field who have been using production gimmicks to support false claims. These probably are revising procedures now under the glare of government probes, he thinks.

J.M. Mathes Inc. • D.R. Hathaway, vice president, secretary and media director of J.M. Mathes Inc., New York, thinks the investigations are going to force some elements of the business to clean up abuses and to stick closer to the truth in their advertising. Spotlighting malpractices "can result in nothing but good," he feels.

Foote, Cone & Belding • Fairfax M. Cone, chairman of the executive committee, Foote, Cone & Belding, feels the responsibility for what goes over the air still rests with media. He believes the networks ought to own the programs.

He says the investigations will have no effect on the amount of tv fare, but may on quality. He hopes they will produce more "honest commercials for honest products" and more rounded tv programming.

Truth and honesty in advertising in so far as good taste is concerned is really in the hands of media, even if some advertisers are not guided by a "sense of consciousness," he says.

The probes have not changed Mr. Cone's ideas about tv's effectiveness. The medium still reaches a mass audience and puts across the product.

An advertiser should be able to associate his product to his program, Mr. Cone says. The tv networks ought to own their programs—but "somehow provision ought to be made for clients who want to reach smaller audiences." His case in point: why should an advertiser, through his agency, pay $35,000 per week for a program with a 12.5 rating and the same sum for one with a 30.5? His comparison: *Hallmark Hall of Fame* against a tv western. His conclusion: an advertiser doesn't want to pay the same amount for a low-rated show with a select, specialized audience as he does for a high-rated show (like westerns). The trouble: "Everybody in tv today is in the same bucket." Ratings are not the answer but are still the best yardstick, he notes.

Grant Adv. • Christopher Cross, vice president and assistant to the president, Will C. Grant, Grant Adv., believes there probably will be "little long term effect" on tv as an advertising medium from the probes and agencies trend to adjust themselves to advertising restrictions or admonitions in the countries in which they operate (in Grant's case, countries in Europe, Asia and Africa).

Mr. Cross observes advertising limitations are very strict in Mexico—you can claim curative powers for a product on tv, but the product can be sold only in a drugstore. The average ethical agency and advertiser are each doing his best to tell the truth. Grant has turned down accounts because it felt their advertising has not been as ethical as it ought to be.

The probes will not foster any change in Grant's commercials, he says. Nor have they altered Grant's thinking about tv's effectiveness or brought about any changes in operating policies.

Tatham-Laird • George Bolas, director of media activities, Tatham-Laird, feels nobody can quarrel with the government's or public's right to probe questionable advertising or programming practices.

T-L has not changed its commercial copy, he says. The agency feels its commercials represent the best in "judgment and honesty." Perhaps some of the alleged misrepresentations are really concessions to "technical adjustments" occasioned by the media (radio-tv). The best criterion of the end result is "the end result."

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week Dec. 16-22 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Wed. Dec. 16	Wagon Train (7:30 p.m.)	NBC-TV	24.9
Thur., Dec. 17	Untouchables (9:30 p.m.)	ABC-TV	21.8
Fri., Dec. 18	Detectives (10 p.m.)	ABC-TV	25.0
Sat., Dec. 19	Gunsmoke (10 p.m.)	CBS-TV	29.9
Sun., Dec. 20	Ed Sullivan (8 p.m.)	CBS-TV	28.0
Mon., Dec. 21	Father Knows Best (8:30 p.m.)	CBS-TV	25.0
Tue., Dec. 22	Red Skelton (9:30 p.m.)	CBS-TV	26.9

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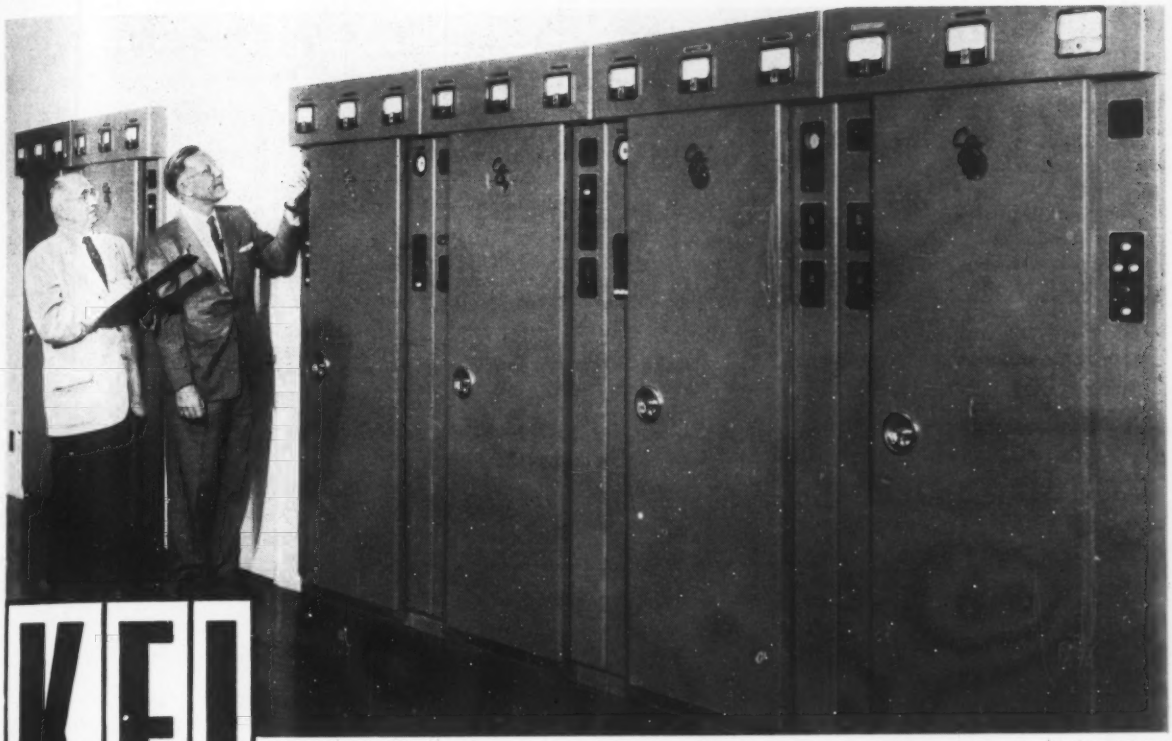


Co-Chief Engineers, Blatterman and Mason, adjust Type 317B 50KW transmitter. Type 316B 10KW auxiliary is in background.

KFI
LOS ANGELES

New sound is clear and clean– Remote Control is trouble-free!

Completely new from program line to antenna, KFI's remodeled transmitting plant by Continental Electronics includes the new Type 317B 50,000 watt transmitter as primary facility, with the Type 316B 10,000 watt unit as separate auxiliary. Simultaneous installation of Continental's Type TRC transmitter remote control equipment provides automation of the entire unattended plant.

"We needed dependable, simplified remote control, and demanded the highest quality signal to maintain our top market position. Both were obtained by installing Continental Electronics' new package of 50 KW and 10 KW transmitters and remote control. Completely installed without interruption to our 24-hour programming schedule, the new plant operates through simplified and direct studio remote controls, and delivers exceptionally clean and clear on-the-air sound."

KFI, EARLE C. ANTHONY, INC.

H H Blatterman — O W Mason

Co-Chief Engineers

send for full details to...

Continental Electronics
MANUFACTURING COMPANY
4212 S. Buckner Blvd. Dallas 27, Texas

TV'S TOP TEN
Big spenders spend bigger in 1959

The top 10 advertisers in national tv this year are topping their records of a year ago.

Television Bureau of Advertising last week reported that as a group their gross tv time expenditures in both spot and network for the first nine months of 1959 increased 19.3% over the same period last year.

Procter & Gamble, which leads the top 10, has a total of more than $72.6 million for the nine months. This is a gain of $10.6 million over the comparable period in 1958. Lever's increase is $9 million.

Colgate-Palmolive, No. 3 this year's period and in the nine months of 1958, was responsible for an additional $2.7 million gross billing.

One advertiser, Adell Chemical, placed $13.7 million-plus through its spot investments alone. (Adell's chief product is Lestoil.) On the nine-month basis alone, Adell, which is 10th on the list, increased its spending more than $5 million.

The top 10 advertisers and their total tv gross time expenditures in the first nine months of 1958 and 1959:

	1958	1959
Procter & Gamble	$62,038,295	$72,639,411
Lever Brothers	27,937,741	36,900,073
Colgate-Palmolive	25,868,960	28,549,617
American Home Products	18,673,081	27,617,314
General Foods	23,312,743	26,527,316
R.J.Reynolds Tobacco	14,061,289	16,217,071
General Motors	15,958,568	14,990,702
Bristol-Myers	13,857,262	14,099,911
P. Lorillard	12,061,986	13,982,586
Adell Chemical	8,470,700	13,707,900

• Business briefly

Time sales

Tournament drive • Oldsmobile Div. of General Motors Corp., Detroit, heads west Jan. 24, 1960, for sponsorship of annual *Bing Crosby Golf Tournament* on ABC Radio and ABC-TV. Pro-amateur charity event from Pebble Beach, Calif., will be heard on radio at 3:10-3:30 p.m., 5:30-5:45 p.m. and 7-7:20 p.m. (all times EST). Telecast is scheduled for 5:30-7 p.m. Agency: D.P. Brother & Co., Detroit.

Early start • Sofskin Inc., N.Y., for Sofskin hand cream with Lanolin and Sofskin Moisture Magic hand cream, will start major campaign Jan. 4, 1960, on ABC Radio's *Don McNeill's Breakfast Club*. Agency: Fletcher Richards, Calkins & Holden Inc., N.Y.

Northwest's reminder: a song with a gong

To keep them flying our way, keep reminding them by radio.

That's both the advertising philosophy and the advertising practice at Northwest Orient Airlines, whose "gong" and jingle are friendly reminders of Northwest service throughout the land.

"We buy radio in every area that we serve (in addition to large off-line markets) from Helena and Butte, Mont., to the larger cities such as New York and Los Angeles," Jack W. Nichols, Northwest's director of advertising, told BROADCASTING. "We believe radio works as well for us in small cities as large cities," he commented.

Because of that belief, Northwest has allocated approximately $1.7 million to the purchase of spot radio in the U.S. and Canada. In addition, the airline uses radio spots in such Oriental markets as Hong Kong and Taipei, Formosa.

Of the reminder of Northwest's over-all advertising budget of close to $4 million, "well over a million is spent for non-commissionable advertising such as direct mail activity, timetables, folders, etc.," Mr. Nichols said. "Whereas most airlines use newspapers as their basic medium and supplement with radio, we use radio as our basic buy and supplement with newspapers," he stated.

Northwest's radio formula is to use three to six stations in larger markets, and up to three stations in smaller cities. The frequency varies from city to city, with as many as 100 spots a week, including ID's as well as minutes, used in the major markets. The usual plan is to distribute the radio spots throughout the week, but in a number of markets Northwest has concentrated its spots into the weekend hours, with notable success in such cities as San Francisco, Los Angeles, Detroit, New York and Miami.

"Normally we stay clear of Top 40 stations and those stations that play for the most part 'rock and roll' music," Mr. Nichols noted. "We buy the quality stations and the good music stations in most markets because we believe that these stations are listened to by our customers and our prospects.

'VOICE' TOM MOORE
Identified with Northwest

"We use Tom Moore as an announcer on most of our commercials. He has been identified, we believe, as the 'voice of Northwest Airlines.' We've been using Tom for 2½ years now and we believe that his delivery and selling ability fit in well with our product of air transportation."

Northwest has also consistently used a jingle on its commercials. One of the most popular version goes:

"Give wings to your heart
Your spirits soar . . .
Manhattan to the Orient
Miami to Hawaii's shore . . .
Fly the best when you fly Northwest."

"We are fortunate in having a good basic jingle with a memorable sound, the 'gong' tag," Mr. Nichols said. "We have used several variations of the jingle but we have always retained the gong."

Asked about results from its radio advertising, Mr. Nichols replied that "although it is difficult to pin down results, we know that Northwest has enjoyed a rapid growth in the industry concurrently with our intensive use of spot radio." (In 1958, Northwest's total operating revenue of $102 million topped the 1957 gross by 22%; its passenger revenue of $81 million was also up 22% over the previous year and its domestic revenue passenger miles broke a billion for the first time, out of a total of 1,408,742,516 rpm for the year.)

"Certainly, many other factors contributed to this growth," Mr. Nichols said, "but we believe radio played a large part in the increase and that is why we are continued heavy users of the medium."

The Northwest account is handled by Campbell-Mitchum, Minneapolis.

Spot 'Spartacular' • Universal-International Pictures, N.Y., has set saturation radio spot announcement campaign for New Year's Eve on Mutual, NBC and ABC, heralding year 1960 as "The Year of 'Spartacus' and 'Spartacus' is the Motion Picture of the Year." Total of 3,870 ten-second announcements will be heard on total of 690 stations over "several-hour period." Agency: Charles Schlaifer & Co. N.Y.

Co-sponsor • Farmers Insurance Group, L.A., on Jan. 18 becomes co-sponsor of the Frank Goss early evening newscasts, Mon.-Sat., 5:45-5:55 p.m., on 19 CRPN stations. Agency is Honig, Cooper, Harrington & Miner, L.A.

Stranger than science • Kentucky Rural Electric Cooperatives has bought 12 months of the radio series *Stranger Than Science* on 30 stations in Kentucky. The series is from commentator Frank Edwards' book of that name. Agency: Zimmer & McClaskey, Louisville.

Agency appointments

• Sugar Creek Creamery Div. of National Dairy Products Corp., Chicago, to N. W. Ayer & Son, Phila., which already services National Dairy's Sealtest Div. Initial advertising will be area test campaigns in Illinois for Sugar Creek honey butter.

• The National Federation of Coffee Growers of Columbia appoint Doyle Dane Bernbach, N.Y., as agency. Budget is estimated at $1 million and will be used for newspaper-television campaign in 10 markets, starting in early 1960.

• Kenyon & Eckhardt, Chicago, resigns Wilson & Co. account (hams, bacon, sausage, canned meats, etc.) because of product conflict. The account, estimated at $1.25 million, has been using spot tv (primarily the *Take Five* series with actor Mark Stevens) in key markets.

• Goetz Brewing Co., St. Joseph, Mo., appoints John W. Shaw Adv., Chicago, to handle advertising for its Goetz beer and Country Club Pilsener beer, effective Jan. 1. Agency already handles Country Club malt liquor.

• Cole, Fischer & Rogow Inc. with offices in New York and Beverly Hills has been assigned to handle an all-media campaign to introduce Santa Fe wine into the eastern market about March 1, 1960. The product of the DiGiorgio Co. of DiGiorgio, Calif., is currently distributed in 11 western states. The company has allocated $250,000 for the introductory campaign in the metropolitan New York area, it was announced.

WSBT-TV ...SOUTH BEND, INDIANA'S DOMINANT STATION

Joe Boland . . .
The Sportscaster the Networks Choose!
. . . And His Home Station's WSBT-TV

Joe Boland, WSBT-TV's sports director, is a wanted man! During the football seasons he broadcasts for three major networks: CBS-TV—pro grames, plus the Holiday bowl on December 19, and the Orange Bowl on January 1; ABC Radio—entire Notre Dame schedule; NBC Radio—1958 pro championship game!

In addition to an active networks schedule, Joe conducts a daily sports show on WSBT-TV. His "Boland With Sports" show is one of TV's best buys.

With popular local personality shows and top CBS network shows, WSBT-TV dominates the $1,613,896,000 South Bend market. Latest ARB figures give WSBT-TV 47.8% share of sets in use, sign-on to sign-off.

Get all the details about this market, and about remaining availabilities on "Boland With Sports" from your Raymer man or WSBT-TV.

WSBT-TV ONE OF CBS' HIGHEST-RATED STATIONS

South Bend, Indiana • Channel 22
Ask Paul H. Raymer Company • National Representative

FTC CONFERS ON AD DECEPTIONS

Hears public becoming suspicious of claims since quiz scandals

Trickery in the market place got a going over in Washington last week, but the advertising media, including radio and tv, came out with a pretty clean slate.

But the whole realm of advertising, some consumer representatives told the Federal Trade Commission at its conference on public deception, is coming under more and more suspicion by the public, helped in part by the recent disclosures of rigged tv quiz shows and payola.

The feeling has become so widespread, Edward M. Lockard, general manager of the Baltimore, Md., Better Business Bureau, warned that there is danger of a "national neurosis" against advertising and ultimately against business in general.

The two-day conference Dec. 21-22, was called by FTC Chairman Earl W. Kintner early this month (BROADCASTING, Dec. 7). Representatives of some 47 consumer and media groups, as well as college home economics professors (and one professor of philosophy), and state government officials were invited. Many attended.

The purpose of the meeting was to work out means to combat sharp selling practices.

FTC Chairman Kintner urged the business community to shoulder with the government the responsibility for driving shady activity out of the business world.

'Moral Responsibility' • In impassioned tone, Mr. Kintner called on business to assume the burden of self regulation as a "moral responsibility." He lashed at a report that self regulation was ineffective and that more stringent government controls were needed.

This attitude could be suicide for the American system of "capitalistic free enterprise," the trade commission chairman declared. Self regulation alone could be anarchy, Mr. Kintner explained, and government control alone is equally an evil.

"There is a middle ground," he stated, "where the government enforces the laws and businessmen assume their public duties to abide by the laws."

The meeting involved such fraudulent business practices as phoney list prices, mislabelling of wools, furs and textiles, bogus job offers, bait advertising and shady direct selling tactics.

Kind words for the broadcasting medium came from Victor H. Nyborg, president of the Assn. of Better Business Bureaus, New York. He said:

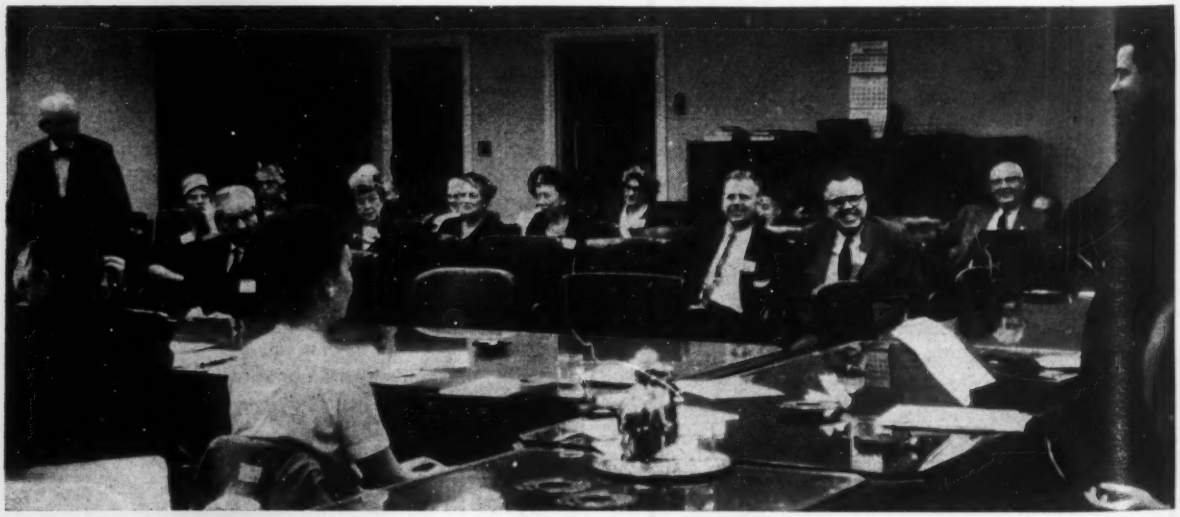
". . . It should be recognized that NAB has done much to eliminate certain types of advertising. Today its member tv stations seldom carry 'bait' advertising, particularly of the home demonstration type . . .

"We find [that the] vast majority of radio and tv stations in BBB cities . . . attempt to carry only advertising which will merit confidence in the station and advertisers. We find . . . that the broadcast media cooperate with Bureau corrective procedures when advertising is found to be false and deceptive."

Cooperation Fine • Mr. Nyborg stated that cooperation between radio-tv broadcasters and BBB groups were "excellent" in 15 cities, "generally good" in 17 cities, "satisfactory" in 11 cities, among 47 BBB offices surveyed. Only four BBB units advised that cooperation with broadcasters was "poor."

Mr. Nyborg praised the broadcasting industry for its support of BBB objectives. In 1958, he said, local radio and tv stations broadcast 19,600 public service announcements, provided free time for 852 radio and tv programs, and presented on 168 different times during the last 18 months two BBB motion picture films, seen by 15 million people.

Mr. Kintner, too, lauded the broadcasting industry's actions in the self regulation field. He praised the testimony of Donald McGannon, Westinghouse Broadcasting Co. president and



Eye-opener • The smiles on the faces of participants in the Federal Trade Commission's conference on deception, which took place last week in Washington, occurred when A. C. Hutton (standing, l), American Standards Assn., quipped to FTC Chairman Earl W. Kintner (standing r). Consumer delegates to the conference represented such organizations as Better Business Bureaus, the American Home Economics Assn., Consumers Union, AFL-CIO, National Federation of Business & Professional Women's Clubs, Consumer Round Table, and the like. Representatives of newspaper, magazine and broadcasting organizations were invited too, but none showed.

tv code review board chairman, before the FCC two weeks ago (BROADCASTING, Dec. 21), and added:

"I applaud these efforts and I venture to say there will be more."

In the course of his remarks during the conference, the trade commission chairman emphasized that the FTC attack on deceptive advertising was related to all media—newspapers, magazines and radio-tv. He also asked that all media help in the fight against deceptive practices by disseminating the information released by the FTC.

Open Eyes • Mr. Kintner said that the meeting, the first in the FTC's history, was an attempt to "take the blindfold of ignorance from the eyes of the bargain hunter."

"Gyp sellers depend on sucker buyers," he stated.

Mr. Kintner's passion reached its peak in rebutting remarks made by Rosser Reeves, chairman of the Ted Bates Agency (billings, $100 million yearly).

Mr. Reeves was reported as saying that self regulation cannot work. He called for more stringent government controls.

The business community, Mr. Kintner emphasized, must have the moral responsibility to abide by the law. The government must carry a big stick, he agreed, but this is only one side of the coin.

Complete and sole government control is evil, he said. Self regulation without government regulation would be anarchy, he said.

Therefore, he declared, there is a middle ground of necessary and reasonable government control with necessary and reasonable self regulation.

The greatest evil, the FTC chairman stated, is the abdication by the business community of its moral responsibility.

As for the FTC, he added, it has embarked on a vigorous and intensified course of law enforcement. It will ask Congress for more money in the coming fiscal year, he said, and the chances look good.

The FTC is operating with an annual budget of a little less than $7 million. Its staff numbers 740, including those working in 10 field offices. In addition to policing false and misleading advertising, the trade commission is also responsible for overseeing fair trade practices, and some of the antimonopoly laws.

There were a number of suggestions that the FTC establish a national advisory council to work with it on deceptive business practices. Mr. Kintner said the idea would be considered, but urged the organizations to combine themselves into an overall group. He also invited all groups to meet with FTC officials any time.

NIGHTTIME ONLY STATIONS?

New technical twist makes them possible

There's a new station service in radio's future, and it's called a nighttime only station.

This reverse twist to the thirty-odd year old daytimer-only standard broadcast station is the brainchild of George C. Davis, Washington consulting radio engineer for over 20 years.

If his theory works, Mr. Davis expects there may be possibly more than 100 nighttime radio stations added to the standard broadcast roster. And if the technique he has developed works well, there may be as many as 500 more after dark radio signals serving the American public.

The development is simple but ingenious.

What Mr. Davis has done is to look hard at the daytime only stations on the 41 regional channels and calculate how some of the vacated frequencies—unused after local sunset—might be used at night.

When a frequency is being used in a particular locality, Mr. Davis explains it locks up the use of that frequency for three channels above and three channels below the carrier. If it is unused at night, he estimates, one or more of these seven frequencies become available for nighttime use somewhere.

Day into Night • A key premise in this approach is that a daytime station might be able to continue its program service during the night—but on another frequency.

The first move along these lines is expected to be undertaken soon.

The use of this sophisticated engineering technique does involve possible expenses that have to be weighed against the economics of each situation, Mr. Davis warns. He foresees the possible need for directional antennas and twin transmitter sites.

Up to now, Mr. Davis says, broadcasters just have not considered a night time only station. But today with the jammed up radio spectrum, the opportunity may be ripe.

There is nothing in the FCC's rules which forbids this, Mr. Davis points out. The matter could be taken care of easily either by specifying the hours of operation for the nighttime station (which is already an accepted FCC practice in some instances) or by having the Commission revise its regulations to permit this use of a vacant frequency. In either case, Mr. Davis observes, it means the more efficient use of the spectrum.

There are more than 1,000 daytimers now operating in the United States. Many of them are on regional frequencies and their shutting down at night gives engineers a lot of spectrum space to consider.

The regional frequencies about which Mr. Davis is talking are the following used for Class III-A and III-B stations:

550, 560, 570, 580, 590, 600, 610, 620, 630, 790, 910, 920, 930, 950, 960, 970, 980, 1150, 1250, 1260, 1270, 1280, 1290, 1300, 1310, 1320, 1330, 1350, 1360, 1370, 1380, 1390, 1410, 1420, 1430, 1440, 1460, 1470, 1480, 1590, and 1600 kc.

Twin Site Operation • The two-site transmitter technique is used or is planned in a handful of instances in U.S. standard radio. The first twin-site operation is KLIF Dallas, Tex., which uses one site for its 50 kw daytime operation, and another site for its 1 kw night time service. KLIF is on 1190 kc.

Mr. Davis has been a consulting radio engineer in Washington since 1937. He was with the Federal Communications Commission and its predecessor the Federal Radio Commission from 1929 until he went into private practice

Oversight slackens pace for holidays

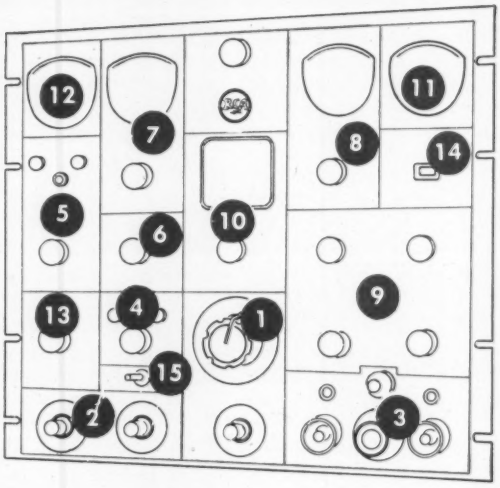
The House Legislative Oversight Subcommittee is lying dormant over Christmas as far as overt activities are concerned, a spokesman said last week.

Beverly Coleman, No. 2 staff member under Chief Counsel Robert W. Lishman, said there are no immediate plans for more subpoenas of records similar to the House group's subpoena of Broadcast Advertisers Report Inc. records the week before (BROADCASTING, Dec. 21).

He said the subcommittee has received reports criticizing radio-tv ratings from the public and other sources and that these criticisms may possibly be added to other allegations—mainly on payola activities—mentioned in a staff memorandum to subcommittee members (BROADCASTING, Dec. 21). The allegations, he said, do not necessarily allege ratings are "rigged," but that they may not be reliable because of shortcomings in sampling techniques.

Mr. Coleman indicated any further allegations staffers think worthy of consideration by subcommittee members will be added in an interim report to be made to the subcommittee early in January.

The central control panel of the RCA TV Tape Recorder puts all operating controls at your fingertips. Major control features are illustrated on the panel, zoned in 15 areas as follows: (1) Variable Speed Rewind; (2) Single Control Playback; (3) Independent Control of Video, Audio and Cue Record; (4) Local-Remote Operation; (5) Automatic Shoe Position Control; (6) Capstan Speed Control; (7) Video Head Current Indication; (8) Multi-Purpose Meter/Speaker Selector; (9) Independent Audio/Cue Record and Playback Level Controls; (10) Built-In Monitoring Speaker, and Speaker Volume Control; (11) Master Erase Current Meter; (12) Control Track Current Meter; (13) Control Track Phase Adjustment; (14) Head Hour Meter; (15) Sync Selector.



ASK ABOUT THE OTHER VITAL REASONS WHY IT PAYS TO "TAPE IT RCA"!

Tmk(s)®

ANOTHER WAY
RCA SERVES
BROADCASTERS
THROUGH
ELECTRONICS

15 features at your fingertips... with RCA TV TAPE CONTROL CENTRAL

All operating controls on a single 19" x 17" panel!

1 Variable Speed Rewind
Fast forward, fast reverse. Rewinds 90 minute reel in 4½ minutes. Rapid cue any point on tape. Tape speed can be varied until audio or cue channel becomes intelligible.

2 Single Control Playback
A single push button activates playback functions. Automatically stops at the end of the tape. A stop button is provided for manual operation.

3 Independent Control of Video, Audio and Cue Recording
A set-up switch activates all electronics, placing the recorder in operation without running tape through. This enables operators to checkout circuitry prior to recording or playback.

4 Local-Remote Operation
Selector switch delegates basic record/playback functions for local or remotely controlled operation.

5 Automatic Shoe Positioning
The tape shoe position is automatically controlled during playback to prevent skewing effects. In the record mode, operation is electrically switched to *manual*—head-to-tape pressure can be adjusted using calibrated dial.

6 Capstan Speed Control
Manual override of normal operating speed to permit synchronization of two machines.

7 Video Head Current Indication
Switchable to indicate recording current in each of the four heads or total current in the head assembly. Permits quick diagnosis of performance during recording.

8 Multi-Purpose Meter/Speaker Selector
Provides instantaneous check of input, record and play functions, and erase in either audio or cue channels.

9 Independent Audio/Cue Record and Playback Level Controls
Standard RCA broadcast audio amplifiers associated with these controls are interchangeable.

10 Built-In Monitoring Speaker, and Speaker Volume Control
For monitoring audio or cue channel input, record or playback output. Built-in RCA BA-24 Broadcast Monitoring Amplifier will also drive external speaker.

11 Master Erase Current Meter
Shows master erase circuit is operating by indicating current in master erase head.

12 Control Track Current Meter
Provides continuous indication of current in servo-control track head.

13 Control Track Phase Adjustment
Dual control provides coarse and vernier adjustments. Coarse adjustment is for slipping any of the four heads on to any given recorded track. Vernier adjustment is for centering the heads precisely on that track.

14 Head Hour Meter
Indicates number of hours on video heads during *actual* recording and playback.

15 Sync Selector
For locking equipment to power line or local sync generator.

Such outstanding operating features assure the most efficient utilization of television tape equipment, reducing operating and maintenance costs. And there are many other reasons why RCA TV Tape Equipment will prove right for your requirements. So don't settle for less than the best. See your RCA Representative, or write to RCA, Dept. BD-22, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT · CAMDEN, N. J.

in 1937. He started as a radio inspector and when he left he was the Commission's engineering witness who testified in more than 500 hearing cases. The firm was originally Page & Davis, the Page being Esterly C. Page, now president of Page Communication Engineers, as well as senior member of consulting firm of Page, Creutz, Steel & Waldschmitt. Mr. Davis established his own office in 1942. His associates today include his brother, Walter L. Davis, Julius Cohen and Ralph E. Dippell Jr.

FCC extends deadline for multiplex comment

At the request of the Electric Industries Assn., the FCC last week extended the deadline to March 15, 1960, for comments on proposed rulemaking to permit fm stations to engage in specified non-broadcast activities on a multiplex basis.

The Commission noted that EIA's National Stereophonic Radio Committee currently is engaged in an extensive study of the matter and that additional time is needed for field tests and analyses.

In comments submitted before the extension was announced, McClatchy Newspapers (KFBK-FM Sacramento, KMJ-FM Fresno, KERN-FM Bakersfield and KBEE-FM Modesto, all California) told the Commission that the standards should provide the best quality stereo channel that is consistent with a second subchannel operation on the main fm channel. One subchannel frequency, McClatchy says, should be specified for stereo (or other use) while a second subcarrier frequency should be available for other uses.

Muzak Corp. (WBFM-FM New York) said that the Commission should not take a step in the proceeding that could jeopardize the future both of fm and functional music. If the FCC, Muzak said, renders multiplex equipment obsolete while setting standards, an unalterable step contrary to the public interest will have been taken.

Westinghouse Broadcasting Co. reaffirmed its position that fm broadcasting is a public service and that—as a matter of policy—neither the industry nor the Commission should recognize any subsidiary use of the fm band that will materially interfere with the public's enjoyment of it.

Associated Broadcasters Inc. (WEST-FM Easton, Pa.) and Delmarva Broadcasting Co. (WDEL-FM Wilmington, Del.) believed the Commission should not adopt final standards before the findings of the National Stereophonic Radio Committee (BROADCASTING, Sept. 21) are available for study and comment.

Electro-Plex Corp., Westfield, N.J., is opposed to the use of the fm subcarrier spectrum for any form of stereocasting. E-P also is against a specific subcarrier frequency in the present subcarrier. The quality of performance standards of the main channel, the company says, should not be relaxed below the 30% allowable reduction in main channel modulation to accommodate multiplexed subcarriers.

History on Tape • Theodore F. Koop (left), director of CBS News and Public Affairs, Washington, and CBS News correspondent Howard K. Smith (right) present tape recordings of CBS Radio's 1958-59 Peabody Award-winning series, *The Hidden Revolution*, to L. Quincy Mumford, librarian of Congress, for the Library of Congress' collection of audio-visual research materials. Series presents discussions of current social, scientific and political problems by leading authorities in their respective fields.

Auburn stations' case set for FCC hearing

The FCC last week designated for consolidated hearing the applications of Atom Broadcasting Corp. for a new am (WAUB) in Auburn, N.Y., and WMBO-AM-FM Auburn for renewal of license. The Commission originally granted the WAUB application in May 1958 and this action was protested by WMBO on economic injury grounds.

In accepting the economic protest, the FCC ordered WMBO to apply for renewal so that the Commission could decide on a comparative hearing which applicant could best serve the community if it found two Auburn stations would be inimical to the public interest (BROADCASTING, Aug. 4, 1958). This action was based on a court decision that the FCC must consider possible injury to the public in economic protests (BROADCASTING, July 10, 1958).

WMBO's license normally would expire next week (Jan. 1) and the Commissions action ordering an early filing to be considered with the WAUB application came on a 4-3 vote. Comrs. Robert E. Lee and John S. Cross dissented to last week's action, as they did to the 1958 order. The third dissenter a year ago, Comr. Rosel H. Hyde, did not participate last week.

The WAUB permit is owned by Herbert P. Michels. Sales of 60% to J.R. Poppele and family and 15% to William Endres is pending FCC approval. WMBO-AM-FM is owned by the *Auburn Citizen-Advertiser*.

Jamming of boosters by catv charged

Western tv broadcasters, tv booster operators and community antenna operaters testifying at a Senate Communications Subcommittee hearing in Casper, Wyo., two weeks ago agreed that something must be done—by negotiation and/or FCC regulation—for them to co-exist.

They testified at a two-day session at which Sen. Gale McGee (D-Wyo.) presided. He was the only senator present. The parent Senate Commerce Committee has reported favorably on a bill to place catv systems under FCC regulation and it is on the Senate calendar for action in the next session of Congress. The committee's communications counsel, Nicholas Zapple, accompanied Sen. McGee.

The two-day session heard charges by tv booster operators Fred Frigo, of Sheridan, Wyo., and J.R. Pierce that catv operators had been jamming booster signals. Bill Daniels, operator of several catv systems, was among those testifying on behalf of community antenna systems.

Tv broadcasters on the stand included William C. Grove, KFBC-TV Cheyenne; Bill Walter, KSTF (TV) Scottsbluff, Neb., KFBC-TV satellite; Ed Craney, head of the Z Net stations (KXLF-TV Butte and KXLJ-TV Helena, both Montana); Mrs. Mildred Ernst, KWRB-TV Riverton, Wyo.; Donald L. Hathaway, who last summer surrendered his permit for KSPR-TV and blamed catv for its failure (BROADCASTING, Aug. 3), and Lawrence Berger, KTWO-TV Casper. On the last day of the hearing, TWTO-TV televised the afternoon session live in its first remote telecast.

Roger O. Van Duzer, KIVA (TV) Yuma, Ariz., was scheduled to testify, but the plane he was riding circled Yuma for three hours with jammed landing gear. After landing safely on foam, his statement was filed in the record.

New Bedford ch. 6 applicants to merge

In commenting on FCC rulemaking to shift ch. 6 from New Bedford, Mass., the four applicants for that facility told the Commission that they expect to merge into one within the next two weeks. The applicants are E. Anthony & Sons; New England Tv Co.; Eastern States Broadcasting Corp., and Wilson Broadcasting Co.

In another development, the Assoc. of Maximum Service Telecasters Inc. last week filed comments on a proposed FCC rulemaking supporting the deletion of ch. 6 in New Bedford, Mass., if clear mileage separations cannot be met.

The applicants for ch. 6 have encountered strong objections to their proposed locations by the U.S. Coast Guard which claims that its LORAN-C station would be impaired by the New Bedford channel. The applicants claim that national defense objections no longer exist.

Mr. Anthony has proposed a site 1.7 miles short of 170 miles from WCSH-TV Portland, Me. and that station has requested a new site which would meet the necessary 170 mile requirement.

AMST requested that the Commission adhere to the minimum co-channel and adjacent channel mileage separation principle and warned that it would be "premature" for the FCC to secure additional vhf frequencies for tv. The "squeezing in" of a few vhf assignments, the AMST alleged, "would detract from the Commission's efforts to secure additional vhf spectrum space for television . . ."

In March, 1957 the FCC had proposed an additional vhf channel for Providence by deleting ch. 6 from New Bedford and substituting this channel for ch. 8 at New Haven.

Reps protest NBC move on spot sales

The FCC was within its rights in ordering networks to give up their tv spot representation business, Station Representatives Assn. told the Commission in protesting requests for reconsideration by NBC-TV Spot Sales and four affiliated stations (BROADCASTING, Dec. 7).

SRA maintained that the FCC had rejected the arguments of NBC in its original order (BROADCASTING, Oct. 21) and that the network is attempting to put the burden of proof on the Commission to show violations of the anti-trust laws. Also, SRA pointed out, it is "significant" that CBS has filed no petition for reconsideration (BROADCASTING, Dec. 14).

Edward Petry & Co., New York rep firm, also filed a statement with the FCC opposing the NBC petition. Petry stated the NBC request for reconsideration does not set forth any new evidence for the Commission to consider.

Elect Iowa newscaster to vacant House seat

A former Iowa newscaster has been elected to Congress. Iowa Republican John Kyl—who began doing a daily 6-6:15 p.m. newscast on KTVO (TV) Kirksville, Mo.-Ottumwa, Iowa, after his defeat in a congressional race with the late Steven V. Carter (D-Iowa) in 1958—bounced back to political life two weeks ago to win over Democrat C. Edwin Gilmour in a contest for the 4th District seat left vacant by Rep. Carter's death.

Spokesmen representing Mr. Kyl said he was featured in three five-minute live tv spots the last few days of the campaign. He also bought a saturation schedule of tv station breaks in both daytime and evening periods on Sunday and afternoon periods Monday before the Tuesday election. They said his opponent tied up station breaks Monday evening. Both

VARIETY
To WVEC-TV in Norfolk UHF Translates to 'U-Hafta-Fight'
Norfolk, Nov. 30.
Station WVEC-TV, the UHF station in the Norfolk-Hampton area which has been watched by UHF operators all over the nation because of its competitive battle against a VHF station, has been using every gimmick in the book including showmanship, good programming, public service, merchandising and promotion to prove that a top UHF operation can turn the trick.
Variety
Wed., Dec. 1, 1954
Trend-Bucker
WVEC-TV Breaks Into Black as Many UHF Stations Fold
Norfolk, Va., Outlet Pushes Set Conversions, Offers Sales Aid to Advertisers
The Wall Street Journal
Front page.
Wed., Jan. 19, 1955
The Nation's Most
CELEBRATED UHF Station Becomes
A V STATION
WVEC·TV
ACTION PROGRAMS
MAXIMUM POWER
DUAL FACILITIES
Moved from UHF station channel 15 to VHF channel 13
"Nothing Succeeds Like Success." This can very well be the motto for fabulous WVEC TV. For six years a remarkably successful "U" station, WVEC TV this past month became a "V." Trendex shows that it's on its way to becoming "THE" Tidewater station. If it's Sales Action you desire . . . then make Virginia's new ACTION station a "Must."
Represented by Avery Knodel
WVEC·TV
NORFOLK, HAMPTON
NEWPORT NEWS
PORTSMOUTH
VIRGINIA BEACH
a CHANNEL 13

used KTVO only. Mr. Kyl also used a saturation schedule of spots on about a half-dozen radio stations in the area spokesmen said.

The newscast was a part-time occupation for Mr. Kyl, who is part-owner with his brother of a haberdashery in Bloomfield, Iowa. He dropped the newscast after announcing for the vacant seat.

Film block-booking case scheduled

The federal government's long-standing action against six distributors of feature films to television, charged with block-booking, is scheduled to go to trial in U. S. District Court in New York on March 7.

District Judge Archie Dawson set the date after pre-trial conferences with attorneys for the six companies. They are Loew's (MGM-TV), C & C Super Tv, Screen Gems, Assoc. Artists Productions, United Artists and National Telefilm Assoc. (Since the initiation of the antitrust action, UA acquired AAP and changed its name to United Artists Associated.)

The move by the government dates back to 1957. The government's contention is that stations are compelled to buy a complete package of features (rather than one or a few) as a condition of the purchase, and this practice constitutes "block-booking."

It is understood that the government will ask several station owners to testify. There are reports that the ultimate aim of the government is the re-negotiation of contracts covering the sale of feature film libraries to tv stations.

Political expenditures

Chairman Thomas C. Hennings Jr. (D-Mo.) of the Senate Rules & Administration Committee said he hopes to bring floor action in January or early February on a bill—approved by the committee in the last three Congresses—to raise the legal ceiling on political expenditures for presidential and congressional candidates in general and special elections.

The bill (S-2436) would raise the amount national political committees may spend from the present $3 million to about $12.5 million. The legal expenditures for a candidate for the Senate or the House also would be raised. Sen. Hennings said last week he would try to amend the bill to make it apply to all political committees, regardless of scope, and also to primary elections and political conventions.

NBC Chicago renewed

Disregarding the pleas of several members of Congress and a performers union, the FCC last week renewed the licenses of NBC-owned WMAQ-AM-FM and WNBQ (TV) Chicago.

The local chapter of the American Federation of Tv & Radio Artists had protested the network's operation of the stations because of a cut-back in locally-originated live shows (BROADCASTING, Oct. 6, 1958). Members of the Illinois congressional delegation joined in the protest.

The Commission stipulated, however, that the license renewals would not take precedent over any action the FCC may take on (1) conclusions and recommendations of the Network Study Staff, (2) current inquiries into radio-tv and (3) pending antitrust matters. The same conditions have been placed on all recent renewals of network-owned stations (BROADCASTING, Dec. 7).

THE MEDIA

A CBS-TV AFFILIATES SPECIAL

Schedule Washington 'crisis' conference

A "special conference" of CBS-TV affiliates, with key government officials as speakers, was set by the network last week for Feb. 29-March 1 in Washington.

Although CBS-TV authorities didn't spell it out, the overwhelming assumption was that the special meeting springs from television's current crisis and that to all intents and purposes it will replace the annual affiliate sessions normally held in Chicago just before NAB's April convention (CLOSED CIRCUIT, Dec. 21).

James T. Aubrey Jr., CBS-TV network president, said in announcing plans for the meeting that it would be "to examine the television broadcasters' role, their public responsibilities and how best those responsibilities can be fulfilled."

He said the following officials—all of whom occupy critical positions in the current regulatory scene—had accepted invitations to address the special conference: Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Interstate and Foreign Commerce Committee; Rep. Oren Harris (D-Ark.), chairman of the House Interstate and Foreign Commerce Committee and of the House Legislative Oversight Subcommittee; FCC Chairman John C. Doerfer and FTC Chairman Earl W. Kintner.

Mr. Aubrey said the special conference was decided upon after discussions with William B. Quarton, WMT-TV Cedar Rapids, Iowa, chairman of the CBS-TV Affiliates Advisory Board, and other advisory board members. The sessions will be held at the Hotel Shoreham.

KPOL limits spots

A 25% reduction in commercial availabilities is involved in a new commercial policy that was inaugurated Dec. 7 at KPOL Los Angeles. Basically, the new policy calls for a quarter-hour of uninterrupted music, followed by a maximum of no more than three announcements, whether commercial or public service. The first and second commercials will be separated by the identification of the musical numbers played in the previous 15 minutes. The second and third announcements will often be separated by a sports score, financial report, weather forecast, news headline or some similar brief feature.

KPOL's programming is chiefly popular standards, at least two of which are included in every quarter-hour, with not more than one vocal or one unfamiliar number during the 15-minutes. The new commercial policy is being publicized with the heaviest audience promotion campaign in KPOL's history, using newspapers, bus cards and outdoor advertising.

WSB-TV fights Atlanta municipal court ban

WSB-TV Atlanta is campaigning to kill a city ordinance that bans live broadcasting in municipal courts, according to Ray Moore, news director. The law had not been enforced for a score of years, broadcast stations often covering city courts. Recently, however, a municipal judge had barred photographic, broadcast and newspaper coverage of a police raid.

The station demonstrated unobtrusive coverage techniques before a police committee of the aldermanic board, to which the matter was referred by Mayor William Hartsfield. The mayor said the judge was misinterpreting the law. Repeal of the law was recommended to the aldermanic board. The subject was submitted for joint bar-broadcaster consideration after the board heard a bar petition that a decision await action of the American Bar Assn. on Canon 35, its anti-broadcast ban.

POOR GUS HAS A HARD LIFE...

Gus, as you can see, is a courier of the Post Office Department. He delivers the daily mail to Riptide, Crosshatch & Eiderdown, that big advertising agency. You know—the one with all the TV and radio business.

Gus has a problem. "It ain't the rain nor snow nor gloom of night that gets me," he sighs. "It's all these free magazines I gotta deliver! Free? How do I know they're free? Mr. O'Shaunessy—he's head of R.C.&E.'s mail room—*he* told me. 'Gus,' he says, 'we don't subscribe to these things. BROADCASTING, sure! We *PAY* to get that one. But these others... they just keep shipping 'em in anyhow!'

"Well, I *knew* about BROADCASTING. Mr. Riptide gets real riled up if I'm late with his copy on Monday mornings. 'Don't be late on Mondays, Gus,' Mr. O'Shaunessy begs me. 'Not on Mondays, Gus!' "

Mr. Riptide, of course, is like thousands of other important people in broadcast advertising. He *counts* on BROADCASTING to keep him updated on everything new and significant in TV and radio. He *pays* for BROADCASTING (and knows that other TV-radio business journals come unsolicited and free). As an advertising man, he recognizes the ABC seal at BROADCASTING's masthead, respecting it as the symbol of a publication that's wanted – and consequently *paid for* by its readers.

What about all those other magazines Gus totes in so faithfully day after day? Mr. Riptide (who is an articulate man) puts it this way:

"There Isn't Time to Read Them All.."

BROADCASTING, he needs. BROADCASTING, he reads. Which is something to remember when you plan your own advertising campaign. For most TV-radio decision-makers feel the same way.

The Audit Bureau of Circulations reports only paid circulation. It reports 22,000 PAID copies for BROADCASTING, *the ONLY TV-radio journal that qualifies for ABC membership.*

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N.W., Washington 6, D. C.
New York—Chicago—Hollywood

Battle of media rages over news conference

The battle of joint versus separate news conferences for newspaper and broadcast media reporters was joined Dec. 16 at the Greater Los Angeles Press Club. A pair of newspapermen objected vehemently to being "ridden piggy back" by radio-tv men who, they charged, do nothing but record the questions asked by newspaper reporters and the answers to them. A pair of broadcast reporters with equal vehemence denied the charge and demanded the right to be in on the original news conference and not get a "warmed over" performance from a tired interviewee.

Newspapers send science editors to interview scientists, political editors to interview politicians and so on, Hank Osborne, city editor of the *Los Angeles Mirror News*, stated. Radio and tv stations, he charged, don't maintain large enough news staffs to have such experts. Too often their representatives sit back while their machines "pick the brains" of the newspaper reporters.

A. H. Frederick, *Los Angeles Examiner*, dean of the city's hotel reporters, declared that the presence of a tv camera "stiffens up a press conference and makes it impossible for reporters to dig in." Television, he charged, wants a story in breadth, a statement to fill 20 to 30 seconds of air time. Newspaper reporters, he said, want the story in depth and need time to dig around until they hit their vein of gold.

Clete Roberts, newscaster-commentator of KTLA (TV) Los Angeles disagreed with the argument that tv cameras cause tension. He said anyone in public life today is as accustomed to them as he is to the pad-and-pencil reporters. He agreed that unqualified reporters have no place at a news conference, no matter whom they represent. He declared that today radio and tv are sending reporters capable of asking questions as pertinent as those asked by the newspaper reporters. "We may not have as large staffs, but we're trying," he stated.

Hugh Brundage, KMPC Los Angeles news director and president of the Radio and Television News Club of Southern California, objected to "separate but equal" news conferences on the grounds that separate conferences can't be equal. Both he and Mr. Roberts emphasized that after the newspaper reporters have been questioning a man for an hour or more the subject is tired and is in a hurry to have it over with. Also, he has been asked all of the key questions and so the broadcast media get rehearsed rather than spontaneous answers.

KWTV
OKLAHOMA CITY
. . . on the scene
of President Eisenhower's
23,000 mile tour
In keeping with KWTV's policy of sending newsmen where news is being made, News Director Bruce Palmer gave the KWTV Community first-hand coverage of the President's tour of eleven countries. Direct reports were made daily via trans-Atlantic telephone.
Palmer was the only correspondent from an individual television station to cover President Eisenhower's visit to the Middle East, South Asia and Europe. Carrying out KWTV's news policy, he has made two previous trips to Europe and one to Asia.
On-the-scene coverage of the President's tour is another example of why KWTV generates listener loyalty in its 54-county Community!
FRANCE
SPAIN
MOROCCO
ITALY
TUNISIA
GREECE
TURKEY
AFGHANISTAN
IRAN
PAKISTAN
INDIA
KWTV NEWS
CBS
BUY the TOWER with SALESpower in Oklahoma!
Represented by
Edward Petry & Co., Inc.
The Original Station Representative

Educational station buys WFAA-TV's gear

Educational tv station KERA-TV Dallas (ch. 13) has agreed to buy a standby transmitter, 300-foot tower and antenna, land and buildings with studios and other equipment from WFAA-TV Dallas (ch. 8) for $400,000, according to a joint announcement by E. M. (Ted) Dealey, president of the *Dallas Morning News*, which owns WFAA-TV, and E. O. Cartwright, president of Area Educational Tv Foundation Inc.

The educational group will pay $100,000 upon signing, another $100,000 when it orders conversion of the ch. 8 transmitter and antenna to ch. 13 (by March 10, 1960) and $200,000 when it starts programming (by Sept. 10, 1960, or earlier). WFAA-TV's main transmitter and 1,521-foot antenna are not affected by the sale. WFAA-TV will occupy its present studios until completion of new facilities about January 1961.

Mr. Cartwright said as far as he knows KERA-TV may be the only educational station which will be equipped to make color telecasts, when the conversion is complete. He said the *News* gave the foundation $25,000 cash and "considerable technical equipment" in 1957. Negotiations for the equipment purchase began in September 1958. KERA-TV will erect temporary studios and offices for use until WFAA-TV moves.

Tv walks out on Rocky

Gov. Nelson Rockefeller, of New York, held a news conference in Miami, Fla., Dec. 18 but without benefit of television coverage. Newsmen from WTVJ (TV), WCKT (TV) and WPST-TV, the city's three video stations, walked out when Gov. Rockefeller's news secretary, Richard Hamper, refused to let them participate with newspaper reporters in a news conference.

Ralph Renick, WTVJ news vice president and chairman of the board of Radio Television News Directors Assn., said, "Mr. Rockefeller may be able to get away with this sort of thing up North, but we here in the South do not believe in 'separate but equal facilities' for television."

Wometco income up

Gross income of Wometco Enterprises Inc. for 44 weeks ended Nov. 7 totaled $8,637,394, with expenses of $7,308,344, the company has announced. Net income after taxes was $641,159. This compares to the same period of 1958 when net after taxes was $486,451 (a rise of 31.8%). Interim

NOW...one single, compact, portable unit handles every professional recording assignment!

... one step beyond in **SOUND RECORDING**

L E E **Century 21**

PROFESSIONAL TAPE RECORDER

Meets or exceeds all requirements for Professional Tape Recorders—yet sells for $500 less for Mono—and $1,000 less for Stereo than comparable equipment. Total weight, including portable case . . . 46 pounds

Designed and engineered—

. . . by and for men who use and maintain professional tape recorders.

. . . to eliminate the nine major causes of recorder failure

So good it is unconditionally

GUARANTEED FOR ONE YEAR

The Century 21 must perform to its specifications for one full year, or regardless of reason for failure (other than lack of normal maintenance, and except for misuse or abuse) it will be replaced or repaired at no cost.

LEE of Washington, D.C. • 625 New York Ave.

L.E.E. Incorporated
625 New York Ave., Washington 1, D.C.

☐ Please send photographs, brochure, and specifications for Century 21.

☐ Please have your representative phone to arrange demonstration without obligation.

COMPANY _____

ADDRESS _____ CITY _____

PHONE _____ SIGNED _____

report showed that 3% of net income has been paid out in dividends, with the remainder retained in the business. Distributed Dec. 15th was a quarterly dividend of 17½ cents a share on Class A common stock and 6½ cents a share on Class B stock. Wometco owns WTVJ (TV) Miami, Fla.; WLOS-AM-FM-TV Asheville, N.C., and 46.5% of WFGA-TV Jacksonville, Fla. It owns theatres in southern Florida and food, cigarette, soft drink and confection vending machines in South Florida and Jacksonville.

New slant on payola

WICC Bridgeport, Conn., has been telling its listeners last week it hopes the newspapers will continue to play up the payola issue, because the publicity increases listening to "responsible radio." "Every knock is a boost," concluded a one-minute editorial which station officials have run on a saturation basis since Dec. 15. The editorial included a report by Frank Stisser, president of C.E. Hooper Inc., that the scandals apparently had had little harmful effect on radio listening and that in fact in many cities audiences had increased. In New York, he estimated, listening was up about 10%.

Extortion attempted

A self-styled free-lance writer is scheduled to appear for a hearing in New York Felony Court today (Dec. 28) charged with attempted grand larceny and attempted extortion on the complaint of WINS Program Manager Mel Leeds. Mr. Leeds accused Elio A. Bosco of New York of trying to blackmail him with threats to link him and WINS in a "certain payola situation." Mr. Leeds said the man called him on Dec. 18 and demanded $500 to "suppress the payola story." He agreed to meet Mr. Bosco at a prearranged place last Monday (Dec. 21); notified police, and kept his appointment. Detectives said they watched as Mr. Leeds handed Mr. Bosco $250 in marked bills. Mr. Bosco was arrested and arraigned on Tuesday.

Payola discussed

In a Dec. 16 broadcast on 15 Arizona stations, local broadcasters discussed payola and recent congressional investigations on the *Western Business Roundup*.

Sherwood R. Gordon, owner of KBUZ Phoenix and KSDO San Diego, told the panelists that "payola is as dead as yesterday's newspaper." Mr. Gordon said that station owners and air personalities "had been sufficiently scared" by recent disclosures to "clean up their houses." He also suggested that the "majority of broadcasters are ethical," and that payola occurred without their knowledge. "Perhaps," he said, "they were not close enough to their staffs in the larger markets to know what was going on."

Tom Chauncey, general manager of KOOL-AM-TV Phoenix, asserted that he had belonged to the Better Business Bureau for "eight or nine years," and that there had not been a single case of complaint against broadcasters. "And," Mr. Chauncey said, "we're in a highly competitive market with 14 radio and four television stations. . . ."

NAB hires bar chief for FCC testimony

Whitney North Seymour, New York lawyer and president-elect of the American Bar Assn., has been retained by NAB to represent the association before the FCC in the Commission's broadcast inquiry.

An authority on constitutional law, Mr. Seymour is a member of the law firm of Simpson, Thacher & Bartlett.

Designation of Mr. Seymour followed an intimation at the FCC's inquiry that the Commission would welcome an opinion from an outstanding constitutional lawyer on its right to regulate broadcast programming (CLOSED CIRCUIT, Dec. 21). The FCC has not conceded it made a formal request to NAB or that it hoped the association would help clear up this controversial legal matter.

MR. SEYMOUR

The question of FCC's legal authority to dictate broadcast program formats, to specify minimum percentages of program types or to review station programming has caused arguments among lawyers since enactment of the Communications Act. Conflicting interpretations of the anti-censorship section (#326) and the "public interest, convenience and necessity" mandate written into the law have been raised repeatedly. The conflict reached a peak with issuance of the FCC's Blue Book in 1946, a Commission spanking procedure that gave birth to the "regulation by the raised eyebrow" charge.

Mr. Seymour is a fellow of the American College of Trial Lawyers and a past-president of the Assn. of the Bar of New York City. He obtained his law degree at Columbia Law School and was admitted to the New York bar in 1924.

He is chairman of the ABA Bar-Media Committee, formed more than a year ago to investigate the conflict involving ABA's Canon 35 (barring radio-tv-photo coverage of trials) and the rights of news media. He appeared as a panelist Dec. 20 on the CBS-TV special program, *The Years Goes By*.

Mr. Seymour obtained a bureaucratic insight into the operation of government in 1931-33 as Assistant Solicitor General of the U.S.

Among other important posts, Mr. Seymour is chairman of Carnegie Endowment for International Peace; chairman of National Conference of Judicial Councils; chairman of Committee on Individual Rights as Affected by National Security; chairman of New York State Bar Assn. Committee on Civil Rights; former chairman of Freedom House. He was a national figure two decades ago when he obtained a U.S. Supreme Court ruling invalidating the Georgia sedition statute in the case of Herndon v. Georgia. His son, Whitney North Seymour Jr., member of the same law firm, is counsel to a committee studying operation of the New York City government. Another son, Thaddeus, is dean of Dartmouth College.

KPHO-AM-TV plans

KPHO-AM-TV Phoenix, Ariz., has announced plans for the construction and installation of a new tv transmitter and a new fm station. Richard B. Rawls, general manager, said that an investment of $475,000 will be made in the next four months on the new construction projects.

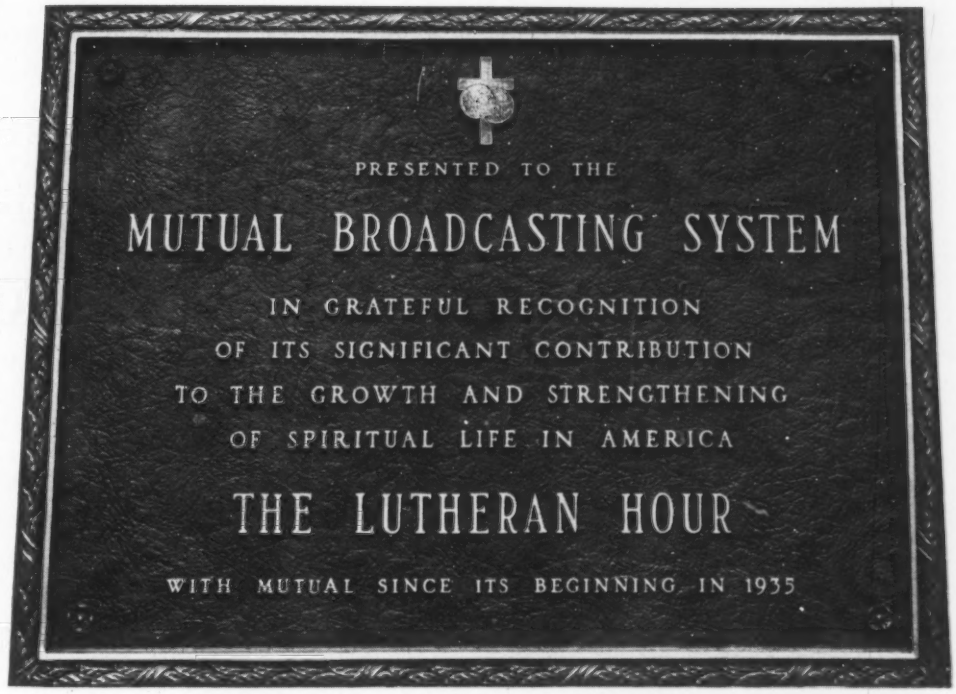
The project also involves the erection of a new antenna, transmitter building and the up-dating transmitting facilities. Completion is expected by April 1, 1960.

The station is owned by Meredith Publishing Co. of Des Moines, Iowa. Meredith also owns KCMO-AM-FM-TV Kansas City, Mo.; WOW-AM-TV Omaha, Neb.; WHEN-AM-TV Syracuse, N.Y.; and KRMG Tulsa, Okla.

Texas etv plans

A proposed closed-circuit, microwave tv network linking 11 Texas colleges and universities neared actuality with the meeting two weeks ago of its advisory committee of radio and tv executives at the U. of Texas. The plan awaits FCC approval.

The project is being developed by the U. of Texas under a contract with


PRESENTED TO THE
MUTUAL BROADCASTING SYSTEM
IN GRATEFUL RECOGNITION
OF ITS SIGNIFICANT CONTRIBUTION
TO THE GROWTH AND STRENGTHENING
OF SPIRITUAL LIFE IN AMERICA
THE LUTHERAN HOUR
WITH MUTUAL SINCE ITS BEGINNING IN 1935

It's a Question of FAITH

At Mutual, we feel Public Service is a *duty!*

That's why Mutual affiliates have *consistently* contributed so much to Public Service programming in the Religious area . . . why they have allocated reasonable segments of *desirable* broadcast time in support of "Religious Worship in Family Life." Today's headlines point up the need for more Public Service programs. The broadcast industry, deeply concerned, urges all broadcasters to higher standards.

Mutual will continue to serve the growth of Religious life in America, as we have in the past.

We are confident our affiliates will maintain their previous fine performance.

More listeners are tuning to Mutual's Religious programs than ever before. . . . They know it's a question of Faith!

Now Heard Over
MUTUAL BROADCASTING SYSTEM:

"RADIO BIBLE CLASS"
Radio Bible Class, Inc.

"WINGS OF HEALING"
Dr. Thomas Wyatt

"THE BACK TO GOD HOUR"
The Christian Reform Church

"VOICE OF PROPHECY"
The General Conference of Seventh-Day Adventists

"FRANK AND ERNEST"
Dawn Bible Students Association

"HOW CHRISTIAN SCIENCE HEALS"
The First Church of Christ Scientist

"HOUR OF DECISION"
Billy Graham—Evangelistic Association

"THE LUTHERAN HOUR"
The Lutheran Layman's League (Missouri Synod-Lutheran Church)

"HERALD OF TRUTH"
Highland Church of Christ

"WORD OF LIFE"
Word of Life Fellowship

MUTUAL BROADCASTING, INC.

1440 Broadway, New York 18, N. Y. BRyant 9-7600

the U.S. Office of Education. Financial support is coming from the Fund for Advancement of Education. KENS-TV, WOAI-TV and KONO-TV, all San Antonio, have offered full production support and KTBC-TV Austin has made equipment available, including a tower for signal distribution. Programs may originate from the university or from the San Antonio studios. The microwave network would offer credit courses and other educational programs to member stations.

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• WILD Boston, Mass.: Sold by Nelson B. Noble to William F. Johns Jr. and associates for $295,000. Mr. Johns has interests in WMIN St. Paul, Minn.; KRIB Mason City, Iowa, and WLOD Fort Lauderdale, Fla. Broker was Blackburn & Co. WILD operates on 1090 kc with 1 kw, daytime only.

• KUTI Yakima, Wash.: Sold by Harrison A. Roddick to Yakima Valley Radio Inc. (H.G. Wells Jr., David McKay and H.Q. Joucken) for $150,000. Broker was Hamilton-Landis & Assoc. KUTI is a 5 kw daytimer operating on 980 kc.

• KXGI Fort Madison, Iowa: Sold by Richard and Cecil Gillespie to Hayward L. Talley for $125,000. Mr. Talley owns WSMI Litchfield, Ill. Transaction was handled by Patt McDonald Co. KXGI operates on 1360 kc with 1 kw daytime.

• WDAR Darlington, S.C.: Sold by Ralph W. Hoffman to Walter Pearce of Marion, S.C., for $65,000. Sale was handled by Blackburn & Co. WDAR is a 1 kw daytimer on 1350 kc.

APPROVED • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 63).*

• KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo, KMAU-TV Wailuku, all Hawaii: Sold by Hialand Development Corp. to Honolulu Star-Bulletin Ltd. (now 24.55% owner) through purchase of stock totalling $2,345,000. Sale grant conditioned that Herbert M. Richards and Robert R. Midkiff dispose of their directorships and stock interests in related groups within 90 days (BROADCASTING, Sept. 28).

• WTRL Bradenton, Fla.: Sold by Dick Doty to Fletcher-Mitchell Corp. (KCBC Des Moines) for $240,000. WTRL is on 1450 kc with 250 w.

Reprieve via tape

A tape recorded interview with an ex-convict on WCAX-AM-TV Burlington, Vt., was credited by Judge Edward C. Costello as a factor which helped to save the felon from life imprisonment.

Robert Darrell, wounded while resisting arrest, told WCAX newsman Phil Martin that he blamed no one but himself for his trouble and realized that the officers who shot him were only performing their duty.

State's Attorney J. William O'Brien cited the interview as evidence of the wounded prisoner's desire to mend his ways. Judge Costello sentenced Mr. Darrell to 4 to 10 years.

• WOMP-AM-FM Bellaire, Ohio: Sold by Frederic Gregg Jr. and Charles H. Wright to group headed by Donald J. Horton, who has interests in WVLK Lexington and WFKY Frankfort, both Kentucky, and WHOO-AM-FM Orlando, Fla., for $170,000. WOMP is a 1 kw daytimer on 1290 kc. WOMP-FM is on 100.9 mc with 9 kw.

• WCMI-AM-FM Ashland, Ky.: Sold by Frederic Gregg Jr. to WOMP Inc., headed by Donald J. Horton (see above) for $163,000. WCMI is on 1340 kc and is a 1 kw daytimer. WCMI-FM is on 93.7 mc with 2.75 kw.

• KGYN Guymon, Okla.: 60% interest sold by Gray family and H.C. Hitch Jr. for $98,250 to T.M. Raburn Jr. (now 40% owner). KGYN is a 1 kw daytimer on 1490 kc.

KHQ builds new tower

KHQ-AM-FM-TV Spokane is building a new 903-foot antenna that will tower 4,549 feet above sea level, on Krell Hill, a mountain site southeast of the city and three miles from the present KHQ-TV tower, R. O. Dunning, president, announced. The existing antenna on Moran Prairie will remain in use for radio transmission. RCA has been awarded the contract for the new tower, with construction to begin as soon as weather permits and completion scheduled for Sept. 15, 1960. Two tv antennas and two tv transmitters, coupled with emergency power equipment, will enable KHQ-TV to remain on-the-air under almost any conditions, he commented. Concurrently, KHQ's new studio and office building is under construction with completion anticipated next October. The aluminum, glass and marble-faced building will have 37,000 feet of floor space, with both indoor and outdoor studio facilities.

WE TAKE A GOOD LOOK

To get complete information about a broadcast property, the experienced staff of Blackburn & Company researches every aspect of a station. Every qualified potential buyer can be assured of accuracy in every negotiation with Blackburn & Company.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

Incorporated

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STerling 3-4341

MIDWEST
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Chicago, Illinois
Financial 6-6460

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
Healey Building
JAckson 5-1576

WEST COAST
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

NOTICE TO EDITORS—For more than 30 years, Metropolitan Life has sponsored advertising messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors) free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

How many home accident hazards can you find here?

Look closely at the picture above and you'll find a number of potentially dangerous situations that could cause fatal or disabling accidents—*perhaps without your realizing it—in your own home.*

Notice the turned-up corner of the rug, the skates on the floor and the books on the staircase. Each of these is an invitation to a fall—and falls cause over 13,000 home fatalities a year.

Always keep stairways free of obstructions, provide a storage place for toys—and teach children to keep them there. Rugs, of course, should be made trip and slide proof to prevent tripping or skidding.

See the open fire without a screen? It's estimated that over 1500 homes are attacked by fire each day—some of them because open fireplaces are not properly screened. Fireplaces should be screened—especially for the safety of toddlers.

Did you spot the frayed electric cord leading to the table lamp? It could cause severe shock, or a painful burn. Be sure that all cords and electrical outlets *throughout* your home are in good repair.

Notice the heavy vase on the table? An inquisitive youngster could reach it easily . . . and pull it over on himself. Keep heavy objects in the center of the table.

What about other potential "danger spots" in your home? The bathroom can be especially dangerous—if medicines are left where young children can get at them. All medicines should be kept in a secure storage place. And so should household preparations including bleach, lye, insecticides and cleaning fluids.

Poisoning from such common household supplies is now one of the most frequent medical emergencies among young children.

Two of the important precautions to take in the kitchen are: keep sharp knives in a special rack on the wall; be sure that curtains do not hang where they can blow over an open flame.

Last year home accidents took the lives of 28,000 Americans and caused over four million disabling injuries.

Why not inspect your home now for potential sources of accidents—and make the necessary repairs, rearrangements or arrange for their removal? If you do so, your home can be much safer.

Metropolitan Life

INSURANCE COMPANY©

A MUTUAL COMPANY, 1 MADISON AVE., N. Y. 10, N. Y.

Adam Young makes new type radio survey

Adam Young Inc., New York, radio station representative, has announced publication by The Pulse Inc. of "advertiser area" radio surveys of the Tulsa and Pittsburgh markets. Holding the position that current surveys do not give the radio advertiser exactly what he wants, the Adam Young organization last April asked advertising agencies for their opinions of valid survey areas for the Pittsburgh and Tulsa markets, based upon merchandising and marketing consideration associated with these two markets. A total of 80 agencies participated. The Young firm feels the new research approach will ease the burden of timebuyers, "who are too often faced with a myriad of 'area' reports for a single market" according to Frank G. Boehm, vice president for research, at Adam Young.

Mr. Boehm said the two Pulse surveys, which were conducted in October, "represent a real step towards developing research that is advertiser-oriented, rather than research which is labelled promotion material and consequently reflects poorly on the stations involved as well as the medium itself. All too often we have heard agency people express doubt as to the validity of some research because they felt the station imposed conditions on the survey company prior to the survey."

Basing the retail trading area of the two markets on American Map Co. definitions, the rep firm asked the participating agencies in the research experiment to make any changes they thought necessary in the size of the areas suggested, but there were not enough dissenting votes to justify altering the originally proposed areas, according to Mr. Boehm. The reports measure the total radio audience (in-home and out-of-home) from 6 a.m. to 6 p.m. during the Monday-through-Friday periods of Sept. 16-27 and Oct. 9-21.

Young represents KAKC Tulsa and KQV Pittsburgh.

• Media reports

KADI signs on • KADI (FM) St. Charles, Mo., was to commence operations Tuesday (Dec. 22). The station duplicates programming of KADY there until the sister station signs off at sundown. The fm outlet then originates its own programs until midnight. KADI is on 96.5 mc with 24.7 kw.

Mutual adds and subtracts • Mutual reports a total of 13 stations are in the process of joining the network. They are: WORL Boston, WESX Salem, WTYM Springfield, all Massachusetts; WTWN St. Johnsbury, WIKE Newport, both Vermont; KLOQ Yakima, Wash; KBKC Kansas City, Mo.; WROD Daytona Beach, WTMC Ocala, both Florida; WGTM Wilson, N.C.; WRIB Providence, R.I.; WKXV Knoxville, Tenn., and WEOW Terre Haute, Ind. MBS President Robert F. Hurleigh also reported that KOBY San Francisco, which joined the network last August will revert to non-network status effective May 4, 1960. (BROADCASTING, Nov. 30).

New CBS stations • Two California radio stations owned and operated by the McClatchy Newspapers, Sacramento, will join CBS Radio on Jan. 4, 1960, according to William A. Schudt Jr., vice president in charge of affiliate relations for the network. KFBK Sacramento, a full-time 50 kw outlet on 1530 kc, will replace KROY there, which leaves the network on Jan. 3. KBEE Modesto, which has 1 kw power on 970 kc, will enter the network as a full primary affiliate. KFBK assumes that status on June 1. KERN Bakersfield, Calif., another McClatchy station, has been a CBS affiliate since May 15, 1945.

KREX re-affiliating • KREX Grand Junction, Colo., is switching from MBS to CBS.

New ABC affiliates • The number of ABC Radio affiliates totals 357 with the addition of WYNK (formerly WEND) Baton Rouge, La., and KOZE Lewiston, Idaho. WYNK operates with 500 w on 1380 kc. Ronald Gomez is general manager. KOZE has a kw-D and 1 kw-N power on 1300 kc. Eugene A. Hamblin is general manager and co-owner with John H. Matlock.

Other new ABC affiliates are WDOE Dunkirk, N.Y., WARN Fort Pierce and WMEG Eau Gallie, both Florida, affiliated with ABC Radio network Dec. 3, WDOE, owned and operated by Lake Shore Broadcasting Co., operates with 500 w on 1410 kc. WARN, owned and operated by South Jersey Broadcasting Co., has 1 kw power on 1330 kc. WMEG, owned and operated by Mel-Eau Broadcasting Corp., is on 920 kc with 1 kw.

WALL survey results • WALL Middletown, N.Y., announced the results of a comparative survey taken to find the hours spent by townspeople listening to the radio versus hours spent reading newspapers. Results in greater Middletown show that 20.9 hours are spent in radio listening each week, while newspaper reading accounts for 8.1 hours weekly. In the Middletown trading area (comprising nine townships) radio averaged 17.4 hours and newspapers 7.7 hours.

Expansion reviewed and planned • Five-day meeting of radio and tv station managers of Transcontinent Television Corp., completed recently in New York, heard President David C. Moore report "substantial growth" in 1959 and predict "continued expansion" in 1960. Meeting examined all major phases of station operation including programming, sales, NAB Code, news and public affairs, advertising and promotion, video tape, fm, editorializing, 1960 political programming, liaison with national representatives and also heard presentation, "A Five-year Look Ahead in Broadcasting," by Richard P. Doherty, president, Television-Radio Management Corp.

Attending were (l to r, seated): Jack Keiner, KFMB San Diego; George Whitney, vice president-general manager, KFMB-AM-FM-TV; Clifford M. Kirtland, vice president, Transcontinent; David C. Moore, president, Transcontinent; Gunnar O. Wiig, WROC-TV Rochester; George Stevens, vice president, Transcontinent; William P. Dix, WGR-AM-FM-TV Buffalo; Van Beuren DeVries, WGR-AM-FM-TV general manager; standing, Bill Fox, KFMB-TV; Arthur Martensen, KERO-TV Bakersfield, Calif.; Thomas Shelburn, WNEP-TV Scranton-Wilkes Barre, Pa.; Karl Hoffman, engineering vice president, Transcontinent.

Fm surveyed • WTMJ-FM Milwaukee has made two surveys of its market. The first shows an increase of nearly 13% in fm set ownership in Greater Milwaukee in 1959's first nine months. The other survey, of Milwaukee distributors, shows 12,718 fm sets purchased in the same period. About 35% of Milwaukee's homes are fm equipped.

San Diego's fm pulse • A Pulse study for the San Diego metropolitan area has been released for the months of Sept.-Oct. The study showed that the 5 separately programmed fm stations in the area ranged from 2,911 listening homes to 53,076 out of total 132,-360 fm homes (a 39.4% penetration.) A total of 8.1% or 10,721 business establishments listened to fm while at work, which resulted in a business establishment circulation of 1,709 to 5,361 per station.

In Pittsburgh too • WKJF (FM) Pittsburgh released a report on a qualitative audience survey. Mailed to 500 random listeners, the study showed that average listening is 5 hours per day. Other findings: Preferred listening hours are from 6 to 9 p.m.; professional people make up the largest segment of listeners; 53% of the listeners have an annual income of from $5,000 to $10,000.

Vtr for etv • Educational WENH (TV) Durham, N.H., has accepted a video tape recorder from National Educational Tv & Radio Center with the aid of a $12,375 grant from Spaulding-Potter Charitable Trusts. The money is for air conditioning and test equipment needed to install the recorder. Minnesota Mining & Manufacturing Co. has given WENH $10,000-worth of tv tape.

New studios • Catalina Island studios of KBIG are being moved from Renton Pass, five miles up in the mountains, to a new building in downtown Avalon, directly overlooking Avalon Bay. As planned by the architectural firm of Pleger, Blurock, Hougan & Ellerbroek, the contemporary two-story building will house main studios, control room, offices, carport and a sponsor entertainment center. The new studios will be in operation by spring, according to Alvan C. Clemence, general contractor.

Stations honored • The Wilmington Businessmen's Civic Assn. has presented plaques to the city's broadcasters for "outstanding public service." The stations were cited for playing an important part in the continuing development of Wilmington, Del.

KTBC-AM-TV building • KTBC-AM-TV Austin, Tex., will have a new home next summer. Under construction is a building that will give the stations about six times more working space than present facilities. KTBC-TV will have a studio with a 36 ft. high ceiling and a floor space of 2,500 sq. ft. The radio facility will include a 500 sq. ft. studio.

Code subscribers

NAB's tv code and radio standards have been given a shot-in-the-arm by the publicity centering around quiz-rigging and payola charges as well as FCC's pointed references to industry ethics.

The increase in tv code subscriptions is nearing 40%—from 269 to 340 in the last few weeks. At the weekend nearly two-thirds of the operating comercial tv stations were subscribers to the code.

Similarly the number of subscribers to the radio standards has increased nearly a third—from 611 to 819 am stations in a month or well over half the 1,533 members. Only NAB member stations can subscribe to the radio standards whereas all tv stations are eligible to become code subscribers. NAB's Standards of Radio Practice Committee has recommended that non-member radio stations be made eligible to subscribe to the standards.

KPLR-TV videocruiser • KPLR-TV St. Louis is using a custom-made mobile unit. The 30-ft. long unit was designed by station staffers to telecast remote video tape or live programs. KPLR-TV's videocruiser is equipped with one of the station's Ampex Videotape recorders. Other gear includes: four tv cameras, their control units, power supplies, sync generators, four 17-inch video monitors, eight-channel audio console, intercom system, audio monitoring system, two turntables, mobile phone transmitter-receiver, and a five-ton air conditioner.

Relocated • Good Music Broadcasters Inc., N.Y., formerly at 52 Vanderbilt Ave., has moved to 355 Lexington Ave., Zone 17. Telephone: Yukon 6-2680.

WAFC-FM separates • WAFC-FM Staunton, Va., which formerly duplicated WAFC, has started programming for itself. The fm station broadcasts album music 8 a.m.-6 p.m. with WAFC then goes independent until 11 p.m. with classics and sports. WAFC-FM is on 93.5 mc with 900 w.

New location • KISN Vancouver, Wash.—Portland, Ore. has moved to new studios at 10th and W. Burnside Sts., Portland. Studios are at street level with large picture windows showcasing the 24-hour programming operation.

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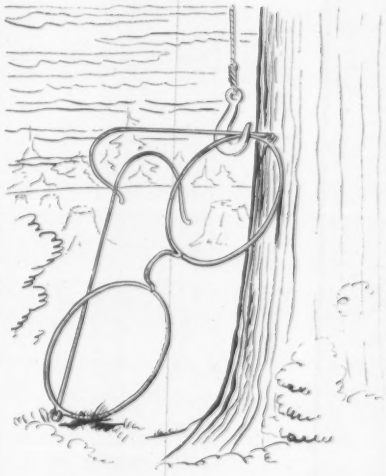

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WATC 900 KC 1000 watts Gaylord

★ *The specs in the pic are now in the Paul Bunyan Museum at the Univer- City of Minnesota. They belonged to the original Paul Bunyan.*

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CBS FILMS FOCUSES ON QUALITY

Vice president Lewine sees move toward progress in prime time

If the broadcast climate is undergoing a change—as many leaders in radio and tv believe—CBS Inc's film making arm expects to be prepared.

As expressed by Robert F. Lewine, vice president in charge of programs at CBS Films, there will be a "slow move" in networking "to more quality offerings in prime time." Mr. Lewine believes changes will be obvious by the next (1960-61) season.

In any event, CBS Films is mapping a general blueprint for the future along these lines. Its stress, according to Mr. Lewine, will be on building network sales as well as change in emphasis to quality programming.

CBS Films, he said in an interview, wants to draw top-notch producers and directors to do the skilled job required. Mr. Lewine says his company seeks "producers who have track records to bear out their own good taste and qualitative achievements. CBS Films will offer to work as partner.

There's a problem in this blueprint, he admits. This is the fact that some producers—"the demand is greater than the supply"—are tied to a single network. But, says Mr. Lewine, CBS Films can offer something more—"we can widen the market for the producer."

Oppenheimer Signed • Best illustration of what Mr. Lewine favors is the newly-announced CBS Films' contract with Jess Oppenheimer, who created *I Love Lucy* and who served as executive producer for "The Wonderful World of Entertainment" first telecast on NBC *Ford Startime* series. Mr. Oppenheimer will make a pliot for a new comedy series aimed for network sale next season. His credits include executive producer, General Motors' 50th anniversary show telecast in 1957 and Ben Hecht's "Third Commandment" on NBC-TV's *Kaleidoscope*.

Notes Mr. Lewine: "Company is known by the company it keeps." Or in plain words, CBS Films seeks to create an image of "quality-type" programming in the eyes of advertisers and of the three networks. He says CBS Films can and ought to capitalize on the CBS-TV "Entre" (the image already created in the minds of viewers).

What's "quality" in Mr. Lewine's lexicon? For one thing, he says production must be of high calibre. The program must be in "good taste with no violence." By deemphasizing violence, Mr. Lewine notes, it's not necessary to strip the cowboy of his gun belt but the story need not be judged on how many characters bite the dust. "There can be conflict without violence," he explains.

There's always been quality programming in tv, Mr. Lewine observes. But, he continues, the advertiser conscious of its own image doesn't care what's been on the screen in past years—"it's 'What are you doing for me now?' " He predicts more image buying with a conscience.

What's Ahead • CBS Films has budgeted for production of 12 pilots during 1960. But a more realistic appraisal is eight pilots next year, split evenly—four for network or national advertiser sale, and four for syndication. This formula is not fixed, however.

Mr. Lewine asserts CBS Films would rather have the respect for the "few quality shows" it can offer than for 20 run-of-the-mill series. "We'll have a smaller sample case," he added. The drive toward a new CBS Films image has been underway for sometime. Under Sam Cook Digges, administrative vice president, the company was reorganized in 1959. Mr. Lewine was brought in from his former programming vice presidency at NBC-TV and other posts in the organization were strengthened.

This Year • The company placed *U.S. Border Patrol* in syndication in April (Amoco sponsors in 73 markets and the series is in 57 others); *Phil Silvers Show* and *Trackdown*—both former CBS-TV programs—were syndicated (Silvers as *Sgt. Bilko*) and respectively play in 122 markets (69 for Carling Brewing Co.) and 65 markets. The taped *Robert Herridge Theatre* went into production in April with 22 shows expected to be ready by yearend.

Other top properties: *Whirlybirds*, which has 111 episodes and now is in 135 markets (75 for Continental Oil Co.) and production completed on 39 episodes of *Colonel Flack* and *Rendezvous* series. CBS Films has such staples as *Annie Oakley* (120 markets), *Our Miss Brooks* (108 markets); *Amos 'n' Andy* (102 markets), *San Francisco Beat* (97 markets and formerly on CBS-TV as *The Lineup*) and *The Honeymooners* (75 markets—all second-run syndication).

Activities include *Terrytoons* (88 markets), syndicated in the U.S. and aboard, and distribution overseas of various network vehiciles, *Perry Mason* and *Gunsmoke* principally, and syndicated properties such as *Whirlybirds* and *I Love Lucy*.

OCR AS INC

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

Dec. 28-31, Jan. 1, 4-6 (11-11:30 a.m.) **Price Is Right**, participating sponsorship.

Dec. 28-31, Jan. 4-6 (12:30-1 p.m.) **It Could Be You**, participating sponsorship.

Dec. 28. Jan. 4 (10-11 p.m.) **Steve Allen Plymouth Show**, Plymouth through N.W. Ayer.

Dec. 29, Jan. 5 (9-9:30 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell and Sterling Drug through Norman, Craig & Kummel.

Dec. 29, Jan. 5 (9:30-10:30 p.m.) **Ford Startime**, Ford through J. Walter Thompson.

Dec. 30, Jan. 6 (8:30-9 p.m.) **Price Is Right**, Lever through Ogilvy, Benson & Mather and Spediel through J. Walter Thompson.

Dec. 30, Jan. 6 (9-10 p.m.) **Perry Como's Kraft Music Hall**, Kraft through J. Walter Thompson.

Dec. 31 (9:30-10 p.m.) **Ford Show**, Ford through J. Walter Thompson.

Jan. 1 (11:30 a.m.-1:45 p.m.) **Tournament Of Roses Parade**, Minute Maid through Ted Bates.

Jan. 1 (1:45-conclusion) **Sugar Bowl Football Game**, Phillies through Wermen & Schorr.

Jan. 1 (8:30-9:30 p.m.) **Bell Telephone Hour**, AT&T through N.W. Ayer.

Jan. 2 (10-10:30 a.m.) **Howdy Doody Show**, Continental Baking through Ted Bates.

Jan. 2 (10:30-11 a.m.) **Ruff And Reddy Show**, Mars through Knox Reeves and Borden through Benton & Bowles.

Jan. 2 (2:30 p.m.-conclusion) **NBA Basketball**, Bayuk cigars through Wermen & Schorr.

Jan. 2 (7:30-8:30 p.m.) **Bonanza**, RCA through Kenyon & Eckhardt.

Jan. 3 (8-9 p.m.) **Sunday Showcase**, Breck through Reach McClinton.

Jan. 3 (9-10 p.m.) **Chevy Show**, Chevrolet through Campbell Ewald.

AP staff barred from political appearances

The Associated Press has circulated a memorandum to staffers, reminding them that, as in the past, AP correspondents are prohibited from making appearances on political forums of any kind during election years. The ruling includes radio and television programs.

The memo scoffed at published reports that this policy was related in any way to tv quiz disclosures or to other broadcast investigations, noting that has been a long-standing method of operation during elections years. AP pointed out that members may still appear on radio-tv programs that have no connection with politics.

A spokesman acknowledged that AP staffer Jack Bell did not appear on

CBS-TV's *Face the Nation* program on Dec. 13 because of the company's edict since "we feel electioneering is already upon us." He characterized as "ridiculous" a report that AP was instituting the ban because of growing rivalry between newspapers and tv, adding that AP serves more than 1,800 radio-tv clients.

United Press International spokesman said the company has no edict governing outside appearances by its staffers.

CBS-TV plans prime public affairs time

CBS-TV is setting aside a prime hour next year for programming of an informational, cultural and educational nature, it was announced last week by James T. Aubrey Jr., president of the tv network. The project, called "a major programming effort," will run 52 weeks in a time yet to be assigned during the 1960-61 season. Resources of the program department and CBS News and those of major arts and sciences groups will be utilized to explore "great issues" of the past, present and future. One phase will be an expansion of *CBS Reports* which has been on an irregular monthly basis this season.

NBC-TV earlier this month set aside a Saturday hour for a special report by its news, public affairs and special projects departments (BROADCASTING, Dec. 14). This program, starting Jan. 23, 9:30-10:30 p.m. EST, has been titled *Worldwide '60.*

Plan Churchill series

A weekly, half-hour tv film series, based on the six volumes of Sir Winston Churchill's memoirs, will be presented on ABC-TV next fall, it has been announced by Thomas W. Moore, ABC-TV vice president in charge of programming.

The network acquired the U.S. rights to the series from Screen Gems Inc. and producer Jack Le Vien, holders of the world rights. Production of the series will be handled by ABC in association with Mr. Le Vien. Screen Gems will handle distribution in other parts of the world.

Each program will be devoted to an episode in history, dating back to 1919, in which Sir Winston played a part. The series will feature his written words, his voice and the man himself. Among the world leaders to be interviewed for the series are President Dwight D. Eisenhower, former President Harry S. Truman, the Duke of Windsor, Sir Anthony Eden, Viscount Montgomery, Bernard Baruch, Mrs. Eleanor Roosevelt and German, Italian, Japanese and Russian officials.

End writers strike; new contract signed

Writers Guild of America ended its strike against six independent motion picture producing companies Dec. 22, when new five-year contracts were accepted by Edward Small Productions, Global Productions, Eclipse Films, Reliance Films, Superior Pictures and World Films. The contract, same as the one taken last month by five other independent picture producers (BROADCASTING, Nov. 9), includes recognition of the right of members of the motion picture guilds and unions to participate in revenues derived from the sale of post-'48 theatrical motion pictures to television, and increase in minimums, separation of rights for original material where the writer reserves publication, and the right to reopen discussions for pictures produced for pay tv.

The major point, that of payment for theatrical films sold to television, calls for writers to receive 2.4% of the gross, or 4% of the gross after an allowance of 40% for distribution costs. These terms will not become effective until a general overall industry pattern has been achieved, which tentatively would give another 2.4% of the gross of directors, 7.2% to actors and 3% to the crafts unions, chiefly the IATSE locals, or a total of 15% in all (BROADCASTING, Nov. 16).

WGA members have authorized the board to call a strike against the major motion picture companies at any time (BROADCASTING, Nov. 9), following a breakdown in negotiations over the Guild's demand for a share of the proceeds from the sale of theatrical films to tv, no strike call against the majors has yet been made, although it has been expected momentarily for weeks. WGA is currently in negotiations with the alliance of independent tv film producers for a new agreement to succeed the current one, which expires Jan. 15, 1960.

Guild head urges unions to unite

Leith Stevens, president of the Composers & Lyricists Guild of America, sent a letter Dec. 15 to several unions and guilds with allied interests, urging them to discuss joining forces to negotiate with film producers. The issue in contention is rights on theatrical motion pictures released to either tv or pay tv. Recipients of Mr. Stevens' letter: Screen Actors Guild; Society of Motion Picture Art Directors; Screen Directors Guild of America; Musicians Guild of America. No date has been set for the meeting.

Mr. Stevens noted that the fight for

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a share of profits in the pictures to which the union members have contributed—post 1948 productions offered to tv or pay tv—has brought much strife, including a threatened strike by MGA. One Guild alone would need to stage a long, expensive strike which would throw the other unions out of work. When that strike was settled, the other organizations would each have to strike separately for their rights, he stated. The CLGA president recommended that one body representing talent and labor should meet with another representing the producers' associations to arrive at one single percentage of profits to be divided by the talent and labor groups. Mr. Stevens further proposed the "organization of an impartial body perhaps headed by an outstanding figure from outside the industry, to consider the contribution of the various participants in the production of the picture "in dividing the money ceded to talent and labor through the negotiations.

Guild serves notice

The Screen Directors International Guild has served notice on the newly-organized Directors Guild of America that SDIG remains "the sole bargaining agent for film directors in the East." SDIG claimed that DGA, formed out of a merger of the Screen Directors Guild of America on the West Coast and the Radio & Television Directors Guild in the East, has been attempting to "create the impression" that it services eastern film producers. SDIG said that in order to direct films in the East, directors must be members of SDIG.

FILM EXPORTERS
Ten tv firms vote to file for charter

Incorporation of Television Program Export Assn. was begun two weeks ago amid reports that a rival tv film export group is in the planning stages.

The move to incorporate was adopted at a New York meeting called by Merle Jones, president of the CBS Television Stations Div. and temporary chairman of the organizing committee. It directed William H. Fineshriber Jr., consultant and George Muchnic, counsel, to file all necessary papers.

Present or represented at the meeting were spokesmen for 17 of the companies engaged in tv program export, said to account for an estimated 90% of American tv program distribution abroad. Companies which voted for immediate establishment of the association were: ABC Films Inc., CBS Films Inc., Loew's Inc. (MGM-TV), William Morris Agency (Four Star Films Inc.), MCA-TV Ltd., NBC, National Telefilm Assoc., Bernard L. Schubert Inc., Screen Gems Inc. and United Artists Corp.

There were no negative votes. It was reported that companies abstaining either were unable to make final commitment at the meeting or could not be counted in the vote because their telegrams or messages of commitment had not covered this specific motion. This group includes Official Films Inc., International Television Programs Inc. (Ziv International), Flamingo Telefilm Sales, 20th Century-Fox Television and Fremantle Television Inc.

Prior to this meeting Dec. 15, Eric Johnston, president of the Motion Picture Assn. of America, had announced that he would propose the organization of a tv film export association at the next meeting of major film companies. He envisaged that this association would operate in a similar manner to the Motion Picture Export Assn., an affiliate of MPAA, and utilize MPEA offices in various part of the world.

Tv film officials expressed doubt that Mr. Johnston would proceed with his proposal in view of the action taken to incorporate the Television Program Export Assn.

Survey finds adults prefer adult westerns

Adults prefer adult westerns above all other types of tv programs, except in the higher income brackets, according to an audience study conducted by two graduate students at the Ohio State U. speech department. Even in the high-income levels the western programs rank second only to prestige 60-minute dramas.

In a radio study, rock 'n' roll ranked seventh among types of radio music preferred by adults and easily led as the music most disliked by listeners.

The study was conducted in Columbus, Ohio, by Howard E. Hopf and Raymond T. Bedwell Jr. under supervision of Harrison B. Summers, of the speech department faculty. Information was based on information from 1,154 families.

Total time devoted to tv viewing per weekday by men over 19 averaged 2.4 hours, by women 3.92 hours. A breakdown of preferred news sources showed: Men, 50% prefer newspapers, 30% tv and 20% radio; women, 38% prefer tv 37% newspapers and 25% radio. It was found that 78% of men and 77% of women are "fairly regular" viewers of tv news programs.

The order of television program preference by adults was: adult westerns, prestige 60-minute dramas, play-by-play sports, tv news, jazz, detective dramas, musicals (sweet music), police or de-

Radio news likes & dislikes studied

The public is generally satisfied with the quality and type of radio news broadacst in the Denver area, showing a decided preference for local newscasts over other types, according to a study conducted at the U. of Denver Graduate College. The study was handled by Barry C. Trader, graduate student, with results based on 425 questionnaires mailed in the Denver area.

Morning was found to be the most popular period for news listening in Denver homes, with night running second. Only one home reported it did not have a radio. Locally produced newscasts were heavily preferred over network news programs.

A huge majority of respondents, 350, preferred newscasts that go into some detail as against 48 who preferred those that include only headlines.

Preference for straight news reporting over commentaries ran 2-to-1, and a heavy majority (220-to-135) opposed expression of opinion on controversial matters. A good majority preferred newscasts preceded by headlines to those without headlines. On the other hand an overwhelming number disapproved the use of sirens, buzzers and other sound effects in newscasts.

As to specific length of newscasts, the returns showed 224 prefer 15 minutes; 125, 10 minutes, and 52, five minutes. A majority would like to hear a daily five-minute news program devoted to the background of a single important news story. Similarly a majority reported interest in news reports direct from the scene of a particular news story. Minorities of respondents had no favorite network newscaster.

Solid majorities said they thought coverage of 15 types of news is "about right" but substantial minorities wanted more international, national, state, local, traffic, religious and education news. Minorities felt there is too much weather, stock market, political, labor and criminal news. The minorities were satisfied with the amount of women's news, auto accidents and sports reports.

tective, family comedy drama, regular half-hour drama, comedy variety, feature motion pictures, adventure dramas, courtroom re-enactments, panel programs, vaudeville variety, out-of-home comedy drama, audience quiz, country music variety, public affairs, human interest, talk-variety and musicals with modern music. Ratings were based on "percentages who like" each type of program and ranged from 60% for western to 9% for modern musicals.

The radio music study showed rock 'n' roll easily preferred by those in the 14-18 age bracket, with popular music (conservative arrangements) ranking second. From 19-25 years rock 'n' roll ranked second to conservative popular music. Over 25 years found rock 'n' roll preference declining rapidly, with popular music, waltz, standards, show tunes and hymns among the most-favored choices.

• Program notes

Pirates on KDKA • The Pittsburgh Pirates National League baseball games will be originated at KDKA there for the Pirates' radio network for the fourth consecutive year next season. Sponsors: Atlantic Refining Co., Phila., Pittsburgh Brewing Co. and Ford Dealers of Western Pennsylvania.

From Paris to London • Screen Gems Ltd., announces that London has become the focal point of its entire European sales operation with George Blaugh, European sales supervisor moving to London from Paris, where he had made his headquarters for the past two years. Lloyd Burns, vice president in charge of international operations for SG, makes his headquarters in New York.

Business is better • Columbia Pictures Corp., N.Y., reports that net profit for the 13-week period ending Sept. 26, 1959 amounted to $886,000, as compared to $319,000 for the comparable period of 1958. The board has voted a stock dividend of 2½% on its outstanding common and voting trust certificates for common stock, payable on Jan. 29, 1960, to holders of record at the close of business on Dec. 29, 1959.

Air raid briefing • KKTV (TV) Colorado Springs, Colo., ran a 60-minute civil defense "briefing" Dec. 11 in cooperation with the North American Air Defense Command. The film, presented by the command's chiefs, dealt with the form that air attack might take and the methods of dealing with it. NAADC has ordered copies of the film for instructional purposes.

Art on etv • The U. of Texas is producing a $20,000 art series for the National Educational Television & Radio Center, N.Y. Called *Art and the Western World*, the series will be written and presented by Dr. Donald L. Weismann of the university. The 13 half-hour programs will be videotaped for presentation by 45 U.S. etv outlets.

Big library • Conley Electronics Corp., Skokie, Ill., has purchased recording rights to Lang-Worth Feature Program's transcription library comprising some 5,000 different selections. The purchase was announced Dec. 12 by Tom Parrish, audio programming director for Conley's special products division. With recording rights to Lang-Worth and recent outright buy of Standard Radio Transcription Services, Conley now has access to some 12,000 selections, claimed to give Conley one of the largest background mood music libraries in the country.

Correspondent consolidated • Independent Television Corp. has acquired all joint vested interests in *Frontier Correspondent* tv series from S-P Productions. The price was not given. S-P principals, Richard Sokolove and Ben Perry, who created show and wrote and produced the pilot film, retain their royalty and participation interest.

Cops & robbers • Franklin Schaffner and Alvin Boretz have signed contracts

Debate

The television debate is an "effective method" of correcting published "distortions" on labor-management squabbles and union leaders ought to take a more active part in such radio-tv programs, the Chicago Federation of Labor suggested last week.

The recommendation was made in its weekly *Chicago Federation News* in connection with issues involved in the steel strike. Specifically, the CFL lauded the tv debate on WGN-AM-TV Chicago between David J. McDonald, president of the United Steelworkers Union, and Joseph L. Block, chairman of Inland Steel Corp. (BROADCASTING, Dec. 21).

"The unique program was television at its best—no script, no disturbing props, and obviously no rigging," the newspaper commented, adding the debate had effectively presented views of both union and management. The tv debate, it pointed out, can help counteract "distortions . . . as outlined in the editorial and news pages of the nation's press."

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with NBC-TV to produce a new half-hour series, *Headquarters*, based on the Quentin Reynolds book about the New York Police Department. Mr. Schaffner will be executive producer and Mr. Boretz story supervisor of the series, which will start filming shortly in New York.

'Tombstone' hits 102 • Ziv Tv reports that it has obtained alternate-sponsors for *Tombstone Territory* for 14 markets in the midwest for which Stroh Brewery earlier had signed for alternate sponsorship. Advertisers to alternate with Stroh include Brown & Williamson on WJW-TV Cleveland; the Kroger Co. on WKZO-TV Kalamazoo, Mich., and Economy Finance Corp. on WFBM-TV Indianapolis. Remaining sales were to stations. Total markets sold: 102.

New sales on 'McGraw' • ABC Films Inc. has sold *Meet McGraw* tv film series in a total of 32 markets, including latest sales to WAGM-TV Presque Isle, Me.; WOAY-TV Oak Hill, W. Va.; WINK-TV Ft. Myers, Fla.; WHP-TV Harrisburg, Pa.; KSTP-TV Minneapolis; KGO-TV San Francisco; WKRG-TV Mobile, Ala., and WSJV-TV Elkhart, Ind.

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New commercial company • The establishment of Filmex Inc., New York, as a tv film commercial producing company has been announced by Robert Bergmann, president. Headquarters will be at 339 E. 48th St., New York, N.Y. Telephone is Plaza 2-0078. Mr. Bergmann formerly was vice president in charge of TV at Transfilm-Caravel, New York producer of tv film commercials and industrial films. Associated with him in the new venture are other former Transfilm-Caravel staffers, including Wylie Adams, who has been named vice president for client relations and service, and Dorothy Klein, casting director and production associate. Shepard Traube, a broadway and Hollywood producer, has been named creative director of Filmex.

New division • Banner Films Inc., New York, distributor of feature films and tv film series, was announced a new division called Banner Radio Co. for syndicated radio programs. Charles McGregor, Banner films president, reported Banner Radio will operate as a separate entity with Chick Vincent, veteran radio producer and director signed to a long-term contract as creative head and vice president in charge of all production. A sales force is being organized for an early 1960 start in sales to stations, Mr. McGregor said.

Astrological series • Carroll Righter, whose daily newspaper column on astrology is syndicated by General Features, and agent Mitchell J. Hamilburg have formed Righter-Hamilburg Productions in Hollywood for the production of a daily, five-minute, filmed tv series. Filming was reportedly started Dec. 15 for January sale to a national sponsor. The program will be sold on a basis of seven nighttime spots per week, with repeats on the following mornings. Mr. Righter will give daily forecasts for viewers and discuss astrological aspects affecting the lives of prominent personalities, it was announced.

Music service • Music of Distinction Inc., N.Y., background music supplier, announces the formation of Tapeway Inc. as a subsidiary company for the production of tapes and discs of background music and the re-recording of old themes for radio and tv programs. John Andrew is president of both companies, which are located at the Sheraton-Atlantic Hotel, Zone 1. Telephone: Longacre 3-6696.

Camera Exposé • Film shot by a WLW-TV Cincinnati camera man covering a local high school football game aided police in identifying juveniles who became involved in a brawl and struck a policeman. The incident was reported to have involved some 200 persons, but the film implicated only three or four boys. Two plainclothes policemen suffered minor injuries when they attempted to aid a private guard in breaking up the fight.

New outfit • The production-writing-directing team of Andrew J. Fenady, Irvin Kershner and Bernard Kowalski have signed a seven-year exclusive contract with Goodson-Todman to produce filmed properties for tv, starting with *Joaquin Murietta*, scheduled to start on ABC-TV next spring.

Spreading stories • Comedy scripts of Jack Sterling's *Morning Show* on WCBS New York are available for use by morning personalities on other stations. Barbton Inc., N.Y., Mr. Sterling's production company, handles the project which has been named the Sterling Script Service. Cost of the weekly script package containing a minimum of 40 jokes and anecdotes, ranges from $5 to $50 depending on the size of the market and station, with only one station in each market receiving the service.

The last laugh • Studies by the Schwerin Research Corp., New York, indicate that an average 56% of viewers find canned laughter and applause "objectionable." Schwerin reported in its latest *Bulletin* that it had conducted such studies in the past and completed one recently on two situation comedies —one with canned laughter, the other without any background laughter. It confirmed its earlier findings, Schwerin said, and revealed that viewers actually preferred programs without canned laughter.

Tax tips • Expert advice and helpful hints on filling out federal income tax forms are offered in a new syndicated feature available from WICH Norwich, Conn. The series of ten 30-second tips have been taped by Lee Gray, director of the J. K. Lasser Institute, which produced the best-selling book *Your Income Tax*. The feature is offered with scripts of questions and answers for local announcers. *Tax Tips* is WICH's second syndicated feature—the first being *Otto Graham's Football Forecasts*, which was carried on 62 stations this fall.

On free loan • Association Films Inc., N.Y., has available for free loan to tv stations a new 28-minute, black-and-white, documentary film called *CPA* presented by the American Institute of Certified Public Accountants. The film depicts a day in the life of a CPA. Prints may be obtained from any one of Association Films' branch libraries: Ridgefield, N.J. (Broad at Elm), La-

Grange, Ill. (561 Hillgrove Ave.), San Francisco (799 Stevenson St.), and Dallas (1108 Jackson St.).

The master sleuth • The Sir Arthur Conan Doyle Estate, England, has appointed Syd Rubin Enterprises Inc., N.Y., as sole American representative for merchandising of product tie-ins with Sherlock Holmes detective fiction. A new tv series and a motion picture based on the Sherlock Holmes stories will be released in 1960, according to Syd Rubin.

New film studio • Television Graphics Inc., N.Y. commercial film producer, is operating from a new studio at 3 W 61st St. The plant includes a stage 75x 200 ft. once used by the Metro Co., forerunner of Metro-Goldwyn-Mayer. The new quarters are shared with Film Graphics Inc., industrial-educational film producer. The firms were founded in 1949 by Bernard Rubin and Lee Blair. Headquarters for both companies remain at 369 Lexington Ave., New York.

Radio-tv scripts • Broadcaster's Aids, a publicity service of Public Relations Aids Inc., N.Y., announces a new daily script service for women commentators on radio and tv stations. Called "The Script-Programmer," the service consists of daily scripts of approximately one-minute in length, which are sent in a monthly manuscript booklet providing subjects around which daily programs are built. The scripts tell housewives "how to do it," about new products and how to keep herself, her home and family up-to-date on home life topics, according to Jim Stanley, director of Broadcaster's Aids.

Religious children's show • Projected series of 26 children's programs is being produced by Fred Niles Productions, Chicago-Hollywood film firm, for the National Lutheran Council, it was announced last week. Production will get underway in the next fortnight on the series titled *Light Time*. A target date of April 15 has been set for distribution to tv stations, according to Mr. Niles. Production costs are being underwritten by the council, largest body of U.S. Lutherans. The 15-minute programs will be offered without cost to stations as a public service feature. The series is described as a child inspirational series designed for ages 8-12. It will utilize the services of Don Riggs, Columbus (Ohio) tv personality.

'Bozo' down under • Sale of *Bozo, the Clown*, to five Australian markets Sydney, Melbourne, Brisbane, Adelaide and Perth-Hobart, brings to 106 the number of stations carrying the animated cartoon series, Larry Harmon, producer, reported. Negotiations are under way, he said, to expand the program's present coverage in the continental U.S., Canada, Hawaii and Australia to Europe and the Orient.

Spanish added • Fremantle International Inc., N.Y., has acquired *Steve Canyon*, half-hour adventure series shown on NBC-TV last season, for distribution in Latin America. Spanish-dubbed episodes will be ready for an early 1960 start, it was reported. Distributing rights were arranged through William Morris, N.Y.

Cartoons for Latins • Fremantle International Inc. and its subsidiary, Fremantle de Mexico, S.A., has acquired for distribution in all Latin American markets a package of 104 Spanish-dubbed cartoons. Produced by Radio & Television Packagers Inc., New York, the cartoon package called *Cartoon Classics* will be known in Latin America as *Cuentos Magicos*.

New western • Four Star Television's new western series tentatively titled *Cowhand*, starring Brian Keith, has started production. The half-hour series, being produced in partnership with NBC-TV, is scheduled for the network next fall. Four Star has also completed negotiations with writers Madelyn Pugh Martin and Bob Carroll, creators of the original *I Love Lucy* series, to write *The Tom Ewell Show*, a new tv comedy series.

Stock exchange on tv • Viewers along the Main Streets of the country are learning their way around Wall Street as cameras of the New York Stock Exchange take them past shoulder of George Washington's statue (above) and through the doors beneath the columns. A half-hour television show packaged by the exchange is part of its Investors' Information Program. Its mission: to educate potential investors on an institutional basis and remind them of the four "cautions" (there's risk, set aside an emergency fund before investing, don't buy on hot tips or rumors and get advice from a reputable broker).

Eight stations in big and little markets so far have programmed the show, titled *The Art of Investing*, in public service time. A taped radio version, bearing the same title, has been booked by 60 stations.

The Art is doing an educational job for the securities business. That is attested by a mail pull which over each 13 weeks builds to around a thousand requests for various booklets offered. The show also is helping broadcasters get acquainted with the local broker community, a sales area still underdeveloped by broadcasters in many markets.

Tv scripts call for a studio discussion of a different subject each week by area experts. Slides and film are integrated, with the booklet offer keyed to the week's topic. Sample subjects are who should invest, vocabulary of investing, investment clubs and phony brokers. There's an opportunity for answering viewer questions and one station, KRNT-TV Des Moines, installed a phone on the set for question-answer segments. The Exchange also cooperates on special promotions. For the run on WMAR-TV Baltimore an exhibit was arranged at the Enoch Pratt Free Library. Merchandising aids are under consideration.

The tv and radio *Art* series, each running 26 weeks, are produced by Bob Gurvitz, NYSE manager of radio-television services. These are part of the broad program of Ruddick C. Lawrence, vice president in charge of public relations and market development. Other broadcast services include a series of 26 five-minutes films (programmed by 60 stations), monthly radio scripts and tv price charts, a special hour series on WRCA-TV New York, newsreels and other film and documentary programs. New York's municipal station WNYC broadcasts closing prices from the floor of the Exchange daily. Reports also are radioed around the world by Reuters and the Armed Forces Radio Network. WIP Philadelphia gets a daily summary by beeper telephone, a service that may be broadened to other markets in the future.

AN INEXORABLE SWING TO UHF TV?

A world trend in that direction is predicted by Geneva delegates

Many delegates to the International Telecommunications Conference which ended last week in Geneva came away with the belief that uhf will be the ultimate television service and that am radio will give way to fm, at least in Europe.

These views were given BROADCASTING from Europe by FCC Comr. T. A. M. Craven, who has been chairman of the U.S. delegation to the Geneva conference. Mr. Craven plans to return to the United States in mid-January.

"There is great interest in Europe, particularly in England, Norway, Sweden and Denmark, in uhf television," Mr. Craven reported. "I would not be surprised to see uhf the principal method for television throughout the world within 10 to 15 years."

"Fm sound broadcasting will come into being in a big way in Europe very soon," Comr. Craven, himself a world-renowned communications engineer, reported. The new aural system in Western Germany is fm entirely.

Comr. Craven's comments — and those of other delegates—coincide with the views of numerous officials of European communications operations interviewed by a correspondent of BROADCASTING last Fall (BROADCASTING, Oct. 26). Sir Robert Fraser, director general of Great Britain's Independent Television Authority, and H. Carleton Greene, who becomes director-general of British Broadcasting Corp. on Jan. 1, both said that uhf provided the only indicated solution to the problem of accommodating additional service and, more particularly, color.

New Tv Band • The radio conference in Geneva added a new band for broadcasting to the usable spectrum—11,700 to 12,700 megacycles. This was done on the basis of information that Western Germany has developed a "superior system of television" using these frequencies, and that it expects to base its national television service in this band. The existing uhf band (ch. 14-83) occupies the range 470-890 mc available for allocation in the U.S. And the international limit for the radio spectrum, now set at 10,500 mc, was extended to 40,000 mc at Geneva.

In a formal statement, Comr. Craven said the radio conference recognized the most recent developments in spectrum usage by extending the space to 40,000 mc. "This means," he said, "the conference recognized that the useful radio spectrum space should be increased three times its present size."

The U.S. Delegation, the statement said, "agrees unanimously that constructive results were achieved by the conference." The existing international regulations in force since 1947, were completely revised to conform with modern techniques and operating practices. Nearly 90 nations were represented, and while political difficulties developed, they were coped with. The conference lasted five months.

No changes were effected in allocations involving the various domestic broadcast services in Region 2, which embraces the North American continent. Nearly 6,000 different proposals were submitted to revise existing international radio regulations.

Space for Space • Included among the revisions of radio spectrum space were new regulations covering international broadcasting, as well as assignment, for the first time in history of international treaties, of facilities for space research and radio astronomy.

Of significance was agreement on new administrative procedures to enhance the efficiency of operation of stations assigned to particular services. By tightening up procedures, accommodation of additional radio services will be possible, particularly for new and developing nations. Today, the spectrum is overloaded. Also agreed upon was use of modern techniques through adoption of stricter technical performance requirements for radio equipment.

DELEGATE CRAVEN
He sees moves toward uhf, fm

In the sensitive international short-wave broadcasting area new regulations were adopted for frequency management that should solve immediate as well as long range problems. The procedure requires each administration to inform the International Frequency Registration Board in Geneva, six months in advance, of their proposed schedules of frequency usage for shortwave broadcasting four times a year. The IFRB will adjust these schedules to obtain the most compatible frequency usage for the particular season, to be published two months in advance of their being put into effect.

The new shortwave regulations will become effective Jan. 1, 1960. The first schedule is to be submitted by all user nations by March 1, 1960 for observance in September and October of the next year.

Less Congestion • Results accruing from this system, according to U.S. delegation members, should be reflected in vast improvements in service and reductions in waste, manpower and equipment, through reduction or elimination of simultaneous broadcasts on alternative frequencies. Congestion of the short-wave bands thus will be correspondingly decreased, it is contended.

"The purpose is clearly to reduce interference and to provide the fairest and most compatible assignment of frequencies for more than 12,000 shortwave broadcasting transmitters operating throughout the world," it was said.

Agreement on the plan came on Dec. 12 after negotiations which began with the opening of the conference in August. The final form was opposed only by the Soviet bloc, which had proposed that the procedure be tried experimentally for two years.

The agreement was regarded as significant because repeated previous efforts to reconcile allocations for shortwave had failed during the past dozen years. In 1951, the IFRB had been instructed to prepare a new plan for consideration by the 1959 conference. Many countries had overstated their requirements, and there was no prospect of widening the hf broadcast bands because of the congestion of other services and the necessity of avoiding interference.

Technical Aid • Under the new procedure, IFRB is to provide new and developing countries technical advice on the assignment of frequencies under various propagation conditions.

The procedure adopted was based on a proposal developed by the U.S. delegation. The plan, ascribed to the U.S.

Information Service, was presented by George Jacobs, chief, Central Frequency Division. USIS, who served as U.S. spokesman for the team assigned to international broadcasting. Contributing, from the international aspect, was another American, John H. Gayer, a member of IFRB, who was reelected for a second term two weeks ago.

Libero Oswaldo de Miranda, director of telegraphic services, Brazil, has been elected chairman of the administrative council of the International Telecommunications Union. Vladimir Senk, deputy director of Posts, Telegraph and Telephone, Yugoslavia, was elected deputy director. Elections took place Dec. 16. Members of the administrative council are Argentina, Brazil, Canada, Colombia, United States, Mexico, Spain, France, Italy, West Germany, United Kingdom, Switzerland, Yugoslavia, Czechoslovakia, USSR, Ethiopia, Morocco, United Arab Republic, Tunisia, Australia, China, India, Iran, Japan, Philippines.

In the air, or by sea Dutch go commercial

In an effort to circumvent government regulations against commercial broadcasting, a private Dutch company is planning tv programs via a small transmitter installed on an airplane. Free Television Station Ltd. hopes to have one airplane in operation over the international territory of the North Sea in January.

The company also revealed that it plans to operate a "ship-board" radio station from a vessel outside of the Dutch three-mile zone. While plans for commercial broadcasting by airplane are unique, Denmark has employed the "pirate ship" broadcasting technique with their "Mercur" station which enjoys good financial results.

The Dutch "oceanic" radio scheme has the cooperation of Dutch radio distributors and importers, it was reported.

Ad writers club formed

Sam Fogel of Cockfield Brown has been elected president of the newly-formed Advertising Writer's Assn. in Vancouver, B.C., the fourth organization of its kind in North America. The others are located in Toronto, Chicago and San Francisco. The Vancouver organization, however, differs slightly from them in that it draws from writers from all media while its predecessors are strictly limited to agency writers. Other officers elected were: Stan Bowdler, MacLaren Adv., and Bill Tattersall, McConnell, Eastman and Co., vice presidents; Elizabeth Turvey, CBC secretary and Tony Antonius, CKNW New Westminster, treasurer.

NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

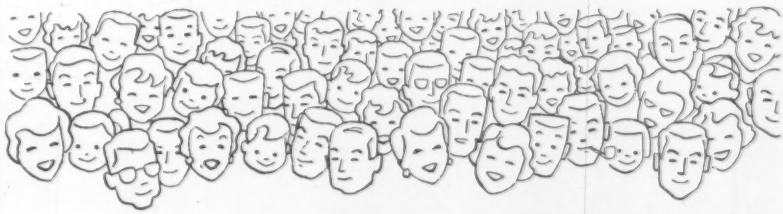
KNOE-TV AVERAGES 78.5% SHARE OF AUDIENCE

According to April 1959 ARB we average 78.5% share of audience from Sign On to Sign Off 7 days a week. During 361 weekly quarter hours it runs 80% to 100%, and for 278 weekly quarter hours 92% to 100%.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: International Paper Company installations in Bastrop, Louisiana, including two of its ten Southern Kraft Division paper mills, producing quality bleached papers and container board; the Single Service Division, producing milk cartons; and the Bag-Pak Division, producing multiwall bags.



"...and these are the viewers you don't pay for!"

In Indiana, when you buy Fort Wayne and South Bend-Elkhart in combination, you earn a 10% discount. It's a market of 1,688,000 people, and you don't pay a cent for 168,000 of 'em! Just like selling New Haven, Connecticut *free!* Call your H-R man for all the facts on this money-saving, two-station TV buy! Call him today!

WSJV TV 28 ABC
SOUTH BEND-ELKHART

WKJG TV 33 NBC
FORT WAYNE

Broadcast Adv.

• WALLACE C. RIDDELL, vp and media director of Hoefer, Dietrich & Brown, San Francisco advertising agency, named to board of directors.

• VAL CORRADI, vp and account executive with D.P. Brother & Co., national advertising agency, named senior vp. RICHARD ILIFF, account executive, elevated to vp. Both will remain in Detroit office.

• G. DOUGLAS MORRIS, formerly senior vp at Lambert & Feasley, N.Y., to Warwick & Legler, that city, as vp in general executive capacity. He will be in charge of Drug Div. and member of accounts management committee.

• CARL O. UREN, advertising manager of Fisher Body Div. of General Motors, Detroit, named assistant advertising manager of Chevrolet.

• ROBERT W. ALLRICH, formerly account executive with Maxon Inc., appointed account supervisor on Norge appliance account at Keyes, Madden & Jones, Chicago. CHESTER P. HOLWAY, formerly with Klau-Van Pietersom-Dunlap, Milwaukee, named copy director.

• CARL SCHROEDER, formerly *Triangle Publications* and *Dell* editor, named vp of Roche-Eckhoff & Assoc., Los Angeles advertising and pr firm. Mr. Schroeder continues his own pr firm as separate div. of R-E&A.

• MILTON J. STEPHAN joins Bozell & Jacobs, Omaha, Neb., advertising agency, in creative and contact staff. He previously was with KOIL and KBON, both Omaha.

• STEPHEN J. MANHARD, formerly with D. P. Brother & Co., Detroit, appointed director of sales promotion of Art Blum Agency, San Francisco, advertising-pr firm.

The Media

• DR. W.R.G. BAKER, president of Syracuse U. Research Corp. and formerly vp of GE, elected board chairman of new W.R.G. Baker Radio and Television Corp. T. FRANK DOLAN JR., president and treasurer of Edward Joy Co., elected president. DANIEL W. CASEY, radio-tv director of Flack Advertising Co., and ROBERT J. CONAN, president of Pomeroy Organization, named vp's. RICHARD N. GROVES, president of R.N. Groves Co., named secretary. LEONARD P. MARKERT, vp of Will & Baumer Candle Co., named treasurer. The group plans to engage in radio and tv broadcasting with emphasis on community service. It will apply for next tv channel allocated to Syracuse, N.Y.

DR. BAKER

• H. PRESTON PETERS, president of Peters, Griffin, Woodward Inc., New York, reelected to second term as president of The Station Representatives Assn. Inc. Also elected to serve for 1960 were: JOHN P. BLAIR, vp, EUGENE KATZ, treasurer, DAREN F. MCGAVREN, secretary, and FRANK M. HEADLEY and RICHARD O'CONNELL, directors. ADAM YOUNG and JOSEPH J. WEED continue on board of directors.

MR. PETERS

• WILLIAM F. WATERBURY, director of operations of WBCB Levittown-Fairless Hills, Pa., promoted to president and general manager. JACK WELLINGTON appointed general sales manager. HOWARD KELLER named director of regional sales.

• KENNETH J. BAUGH, sales manager of WPEO Peoria, Ill., appointed general manager, succeeding GUY FOWLER, named to similar position with WARM Scranton, Pa.

• DAVE MILLER, account executive with WHK Cleveland, promoted to general sales manager.

• BOB DEBARDELABEN, formerly assistant manager of WKIX Raleigh, N.C., named general manager of WLAQ Rome, Ga.

• WILLIAM F. SCHNAUDT, formerly station manager of WICO Salisbury, Md., to WKNB West Hartford, Conn. as general sales manager. Both are affiliates of Beacon Broadcasting Co.

• JOSEPH F. PARSONS, sales staff of KHJ Hollywood, named national sales manager. BILL MCDOWELL appointed local sales manager.

• GEORGE ALLEN JR. appointed local sales manager of KWIZ Santa Ana, Calif. ROY MCCULLICK, formerly in advertising sales of Pacific Tel. & Tel., named regional sales manager. He will operate from Anaheim, Calif.

• ROBERT PUSEY, formerly assistant auditor of west coast operations of Westinghouse Broadcasting Co., appointed business manager of KPIX (TV) San Francisco, a WBC affiliate.

• R. EARL HIGGENS, auditor of WJZ-TV Baltimore, named business manager. He will be responsible for all company financial operations.

• WALT HAWTHORNE, sales service manager of KGW-TV Portland, Ore., named merchandising manager of KGW-AM-TV, succeeding FRED EICHHORN, appointed national sales manager of KGW-TV.

• MICHAEL H. BADER, associate with Haley, Wollenberg & Kenehan, Washington law firm, named partner, following withdrawal of Edward F. Kenehan. The firm now is known as Haley, Wollenburg & Bader. THEODORE SKY, formerly on SEC legal staff, joins firm as associate.

• GEORGE SANDERS joins KPTV (TV) Portland, Ore. as program manager.

• HERB HEIMAN, formerly with KQV Pittsburgh, named program manager of KRLA Los Angeles.

• ARCH ANDREWS, formerly operations director with KOWH Omaha, Neb., appointed program director of KTLN Denver.

• MRS. PAT OLIPHINT, formerly ABC-TV productions coordinator, named national sales service coordinator of KABC Hollywood, succeeding HILDA RAYFIELD, who resigned.

• JACK M. DUFFIELD, formerly with sales staff of KTTV (TV), named account executive with KTLA (TV), both Los Angeles.

• JOE MONTH, formerly assistant continuity supervisor of WNBQ (TV) and

Fletcher named

FRANK U. FLETCHER, partner in the Washington law firm of Spearman & Roberson, has been nominated to be the new president of the Federal Communications Bar Assn. He is now the first vice president. The elections will take place at the Jan. 8 annual meeting, with the annual FCBA banquet taking place that night at the Statler Hotel, Washington.

Other officers nominated: ROBERT M. BOOTH JR., 1st vice president; HAROLD E. MOTT, 2nd vice president; BENEDICT P. COTTONE, secretary; JAMES E. GREELEY, assistant secretary; JOHN T. SOUTHMAYD, treasurer.

To fill two vacancies on the executive board, the following were recommended for three-year terms: EDWARD F. KENEHAN and JOHN H. MIDLEN. Nomination is tantamount to election.

WMAQ, both Chicago, joins KFI Los Angeles as continuity editor. TERRY MANN, formerly director of media research with Foote, Cone & Belding, joins KFI as account executive.

• KEVIN R. CASH named news director of WBZ Boston.

• DAN RATHER, formerly news director of KTRH, moves to KHOU-TV, both Houston, in similar capacity.

• ROBERT HUTH, formerly with Neagle Outdoor Co., Oakland, Calif., to The Katz Agency, San Francisco, in radio sales department.

• KYLE ROTE, captain of New York Giants (football), joins WNEW New York, as director of sports and community relations effective Jan. 4. His duties will include broadcasting and serving as goodwill ambassador for station.

• KENNETH R. KURTZ, formerly news director of WIS-TV Columbia, S.C., named Charleston news director for WSAZ-TV Huntington and WKAZ Charleston, W.Va., succeeding BOB HORAN who goes to pr department of International Tel. & Tel., N.Y. NEIL BOGGS, formerly news director of WKAZ-AM-FM to WCHS-TV, both Charleston, as news editor.

• HARRY HART, 25-year radio veteran, joins WBAB Babylon, N.Y., as news coordinator. He previously was with WFIL Philadelphia, WHN (now WMGM) New York and WTNJ Trenton, N.J.

• ROBERT J. WARNER, promotional and commercial writer with KELO-TV Sioux Falls, S.D., named assistant to ROBERT L. NELSON, assistant director of research and sales promotion of KNXT(TV) Los Angeles.

• BOB HAMMOND, formerly with KASK Ontario, Calif., joins KBIQ(FM) Los Angeles as account executive.

• CARL CEDERBERG, formerly newscaster with WWJ, joins WJBK-TV, both Detroit, in similar capacity.

• DUANE A. SHUPE, formerly sales manager of KCSR Chadron, Neb., joins sales staff of KEYZ Williston, N.D.

• DON WARNOCK joins KCMO Kansas City as air personality.

• PAUL LARIVIERE, formerly producer-director in Hollywood, joins KEX-FM Portland, Ore. as air personality.

Programming

• JAY H. SMOLIN, director of advertising, promotion and publicity for United Artists Assoc., assumes additional duties for UA-TV in similar capacity. He will headquarter in New York. Mr. Smolin previously was director of advertising with NBC's California National Productions and brand advertising manager at Schenley distillers. BEN HALPERN, publicity manager of UA-TV assumes additional duties as publicity manager of UAA. He will coordinate all publicity and exploitation activities of both companies.

• HARRY GOLDSTONE, formerly with United Artists Associated, joins Astor Pictures as general sales manager.

• WILL ROGERS JR. named host of syndicated version of long-time network tv series, *Death Valley Days*, retitled *The Pioneers* for its non-network distribution to be handled by Crosby/Brown Productions.

Equipment & Eng'ring

MR. HACK

• WILLIAM T. HACK, formerly president of Synco Resins, Bethel, Conn., elected president of Audio Devices Inc., N.Y. He previously was with the Carbide and Carbon Chemical Corp.

• ROBERT E. FENDER, formerly RCA Thesaurus representative, appointed sales executive of Programatic Broadcasting Service with offices in Dallas. He will represent Programatic in central U.S.

• LOREN A. BAILEY, formerly engineer with Long Lines Dept. of American Tel. & Tel., N.Y., joins Page Communications Engineers Inc., Washington, as senior staff engineer.

• BERNARD R. DESCHAINE appointed

WESTERN STATES — Long-established, fulltime, single station market facility. Has solid earnings record showing owner-manager annual income at $25,000.00 or better level. Total price of $150,000.00 includes building and land evaluated at $25,000.00. $43,500.00 down payment required. Balance payable over ten years.

NORTHWEST—Fulltime station in growing market with city zone population of over 25,000. Present net position good but could be vastly improved by a new sales-minded owner. Building and land at $30,000-plus included in sale price of $75,000.00—$21,750.00 down and balance over ten years.

MOUNTAIN STATES—Well-equipped daytimer with excellent dial position—can go fulltime on same frequency. Last twelve months ownership earnings close to $30,000.00. Gross in line with price of $157,500.00. Down payment of $46,000.00 needed—with remainder paid out over seven years.

HAMILTON-LANDIS & ASSOCIATES, Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

WASHINGTON, D. C.	CHICAGO	DALLAS	SAN FRANCISCO
Ray V. Hamilton	Richard A. Shaheen	DeWitt 'Judge' Landis	John F. Hardesty
1737 DeSales St. N.W.	1714 Tribune Tower	1511 Bryan Street	111 Sutter Street
EXecutive 3-3456	DElaware 7-2754	Riverside 8-1175	EXbrook 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

contracts manager of Airtronics Inc., Washington subsidiary of Scovill Manufacturing Co., Waterbury Conn., maker of electronic devices.

• ALLYN B. OSTROSKI named director of defense planning of Ling-Altec Electronics, Anaheim, Calif. HERBERT D. COPELAND, formerly purchasing agent for Magnavox Co. Research Lab, named director of purchasing. EDWIN A. ANDRESS, formerly chief engineer of KERO-TV Bakersfield, Calif., joins sales staff.

• CHARLES T. HAIST, formerly western regional sales manager of G.E.'s radio, tv and broadcasting equipment, named western regional manager of computer department with offices in San Francisco.

• WALTER H. CANFIELD, sales manager of Boone (N.C.) Div. of International Resistance Co., Philadelphia, to promotion manager of marketing division.

• GERALD J. RYAN, formerly with advertising and sales department of Tidewater Oil Co., joins Sylvania Electronic Tubes (division of Sylvania Electronics Products Inc.) advertising department.

• JOSEPH M. KEES appointed manager of Los Angeles office of General Precision Laboratory, Pleasantville, N.Y., maker of tv and telegraph communication systems and equipment.

• FRANCIS L. ROSS, formerly engineer with Hughes Aircraft, Culver City, Calif., to Semiconductor Div. of Sylvania Electric Products, Los Angeles, as sales engineer.

• CHARLES F. SCOTT, formerly design engineer on both Atlas and Jupiter ICBM's, named eastern district regional sales manager of Motorola's Semiconductor Products Div. He will operate from Ridgefield, N.J.

International

• ERNEST L. BUSHNELL, formerly senior vp of CBS, forms Bushnell Broadcasting Associates in Ottawa, Canada. BBA will provide consulting services for radio and tv in fields of station requirements and management, licenses, sponsors, advertising agencies and producers. Location is 130 Slater St., Ottawa.

• WILLIAM R. WILSON, formerly with Canadian Department of Defense Production, Ottawa, to technical advisor of Board of Broadcast Governors, Ottawa.

Deaths

• JOHN M. WALTER, 52, general manager of WJPG Green Bay, Wis., died there Dec. 21 following stroke. Mr. Walter was president of Wisconsin Assn. of Broadcasters in 1949.

EQUIPMENT & ENGINEERING

3M, CBS developing new home tape system

Minnesota Mining and Mfg. Co., in conjunction with CBS Labs Inc., is moving full speed ahead on the development of a tape cartridge machine designed for home consumer use.

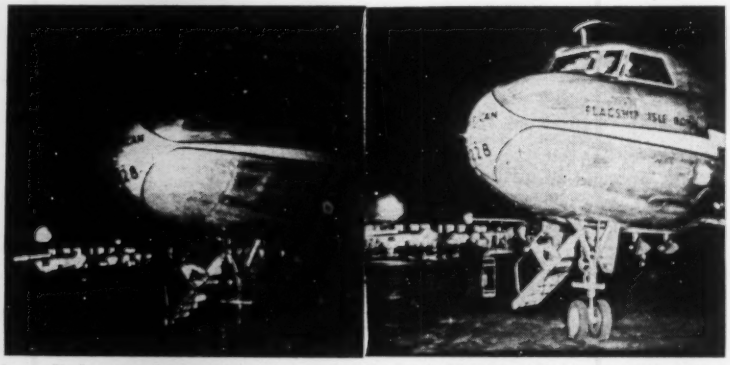
The new product, slated to be unveiled sometime in 1960, is described as a system involving a recorder and several cartridges capable of playing, rewinding and threading through automatic change processes. It's designed on the premise that tape eventually will replace all records or discs and revolutionize home music recording.

RCA already has announced its own tape cartridge system and is believed to have a production model. The 3M-CBS Labs model is still in the development stage.

New orthicon tube

The Westinghouse Electronic Tube Div., Elmira, has put a new image orthicon tube on the market. It is guaranteed to last twice as long and priced "only 20% more than present types which cost about $1,200." One of the tubes, guaranteed for 1,000 hours, was put into service at KDKA-TV Pittsburgh and lasted 1,825 hours.

Other features listed for the tube by Henry F. Frailey, Westinghouse power tube operations manager, were ability to produce clearer picture corners, better picture quality and stability. Image retention, which accounts for most image orthicon failures, Mr. Frailey said, has been eliminated from the new tube.



Less light needed • Sensitivity of General Electric Co.'s new television camera tube, developed for Crosley Broadcasting Corp. and now being offered generally (BROADCASTING, Dec. 7), is dramatized in these pictures released by GE last week. Picture at left was taken off monitor from pickup by camera equipped with standard image orthicon. One right shows same scene photographed using new tube, GL-7629. Authorities claim new tube needs only 5-10% of the light needed for standard image orthicon, will permit colorcasting in no more light than black-and-white now requires. It sells for about $2,500, approximately double standard tube cost, but greater depth of focus, twice as much life expectancy and freedom from "burn-in" and "stickiness" are advantages claimed along with super-sensitivity.

• Technical topics

Ampex finances • George I. Long Jr., president of Ampex Corp., announced record sales and income for the first six months of the current fiscal year. Sales were $30,002,000, up 86% over last year and net income was $1,763,000, up 165%. Earnings per share were 80 cents, compared with 36 cents for same period last year. Mr. Long also said that company backlog orders were currently about $18 million, up from $13 million a year ago.

Zenith expansion • Zenith Radio Corp. has started construction of a $1.25 million addition to its plant on Chicago's northwest side. It's part of an overall $7.5 million expansion program authorized by the Zenith board last January and will be utilized to extend and relocate manufacturing and assembly operations of transistor radios and other products among all its plants. The addition will increase total floor space from 462,000 to 577,000 square feet upon completion next June.

3M to build • Minnesota Mining &

Mfg. Co., St. Paul, Minn., is to construct a $10 million, 14-story administration building at its research center east of the city. Completion is slated for early 1962. A two-story cafeteria and an underground garage also will be constructed.

Shure stereo in Russia • Shure Bros. Evanston, Ill., announces its stereo pickups and microphones are currently being shown in principal Soviet cities as part of the "American Recordings in Russia" exhibit. They include the M3D Stereo professional dynetic phono cartridge and M216 stereo studio dynetic integrated arm and cartridge. Shure also reported General Electric Co. has adapted its Ten-Four microphone for its new GE transistorized progress line of mobile radios.

RCA to stations • RCA reports these shipments: tv tape recorders—monochrome units to KHQ-TV Spokane, Wash.; KIMA-TV Yakima, Wash.; WHDH-TV Boston; WAVY-TV Norfolk-Portsmouth, Va.; Reeves Soundcraft at Danbury, Conn., and Army Pictorial Center, Long Island (N.Y.); antennas—superturnstile vhf to KSWO-TV Lawton, Okla., and WGTV (TV) Athens, Ga.; transmitters — 10-kw to KXLF-TV Butte, Mont., and a 6-kw to WTTG (TV) Washington, D.C.

Plant replacement • Sylvania Electric Products Inc., N.Y., will start construction in early 1960 of a multi-million dollar electron tube manufacturing plant in Brookville, Pa., the company said Dec. 3. The new 100,000-square-foot installation will replace three existing facilities in Brookville "as part of a continuing program of improving manufacturing methods and facilities to maximum tube performance and life," according to Matthew D. Burns, president of Sylvania Electronic Tubes.

New Rohn tower • Rohn Manufacturing Co. (makers of communications tower No. 40) Peoria, Ill., has introduced heavy-duty tower No. 45. The new tower goes up to 450 ft. when guyed every 50 ft. under normal conditions. No. 45 is constructed in 18-inch triangular pattern utilizing zigzag steel bracing, all electrically welded. The whole 10-ft. tower section is hot-dip galvanized after fabrication.

Wescon deadline • Deadline for submitting technical papers for presentation at the Aug. 23-26 Western Electronic Show & Convention is May 1. Papers should be sent to: Richard G. Leitner, Chairman of the Technical Program, Wescon Business Office, 1435 S. La Cienega Blvd., Los Angeles 35.

New monitor • Gates Radio Co., subsidiary of Harris-Intertype Corp., announces a new broadcast modulation monitor claimed to operate on a new technical principle. The unit (model 5693) reads "true values" of positive and negative peaks regardless of carrier shift, according to Gates. It gives correct peak indications on single program pulses as short as about 50 milliseconds and measures true peak amplitude of program or tone regardless of wave forms. The monitor can be located at a transmitter and be operated by remote control.

Museum gift • CBS Labs, Stamford, Conn., has given closed circuit television equipment to the new observatory of the Stamford Museum and Nature Center. The equipment will permit simultaneous viewing by several hundred visitors of astronomic observations with the observatory's new 20-inch convertible Cassegrain-Maksutov telescope as well as microscopic observations. The tv installation could eventually be linked directly to a Stamford-wide educational tv system, CBS Labs said.

Zoom lens • Zoomar Inc., Glen Cove, N.Y., has introduced a new manually controlled zoom lens for Vidicon cameras. Designated the Mark VI-M, the new lens has a zoom range of 6:1, and is designed for operational control of closed circuit tv equipment in educational and industrial tv as well as in studio operations. Price: $800.

Corning ceramics • Corning Glass Works, Corning, N.Y., has established a manufacturing department for production of ceramic parts primarily for electronics. The department will make ceramic and sintered glass parts for such products as power, microwave and transmitting tubes. (Sintered glass, marketed as "Multiform," is used by Corning to make tv gun mounts, beads, bases and bushings, etc.) Product of the department will be sold mainly through Corning's Industrial Bulb and Receiver Bulb Sales Depts.

Matchhead size • In pilot production at the RCA Semiconductor and Materials Div. at Somerville, N.J., is a new germanium tunnel diode, a tiny electronic device which promises "important new solutions to electronic problems of the space age," according to RCA. No bigger than the head of a match, the unit may be used in missiles, satellites, and ultra-high-speed data-processing systems by controlling the flow of electrons that make up an electrical current. It is being offered for industry sampling by RCA.

Acquisition • Radio Industries, Des Plaines, Ill. producer of transformers used in radio and tv products and ceramic disc capacitors, has been acquired by Thompson Ramo Wooldridge, Canoga Park, Calif. Radio Industries will continue to operate autonomously as a TRW subsidiary. No changes in management are contemplated. John Antalek, president, and Robert Saville, vp and treasurer, will continue in these positions.

Image storer • Electrostore, a new system which makes it possible to instantly store and recall a tv picture, has been developed and is now available from Image Instruments Inc. Electrostore works at the touch of a button and uses no film, tape or other expendable materials. It requires no developing or processing. Special systems for other purposes such as scan conversion, data storage and analog computation are also available. Further information is available from Image Instruments Inc., 2300 Washington St., Newton Lower Falls 62, Mass.

New link • A new microwave system, now under construction, will give New Carlisle, New Brunswick, a French-language tv signal. The link is being built from Rimouski, Que., 142 miles away from New Carlisle. Engineers of Canadian Pacific-Canadian National Communications expect to have it completed in June, 1960.

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Christmas spectacular at sea

The Coast Guard cutter *Escanaba,* prowling the Atlantic on weather patrol carried a "secret" Christmas cargo supplied by WNBH New Bedford, Mass.

When WNBH found that the vessel would be at sea during the holidays, it obtained a ship's roster and with the cooperation of 25 other radio and tv stations throughout the country, had messages taped of the crew's families sending personal greetings for Christmas.

None of the crew members knew of the Christmas day plan except the skipper and a technician. The voices and personal greetings of as many family members as could be reached were piped throughout the ship as part of a three-hour program taped by WNBH, which included a message from New Bedford's mayor, music and humor.

There were also special Christmas messages for crew members whose families could not be reached and nine hours of diversified music to be played as ship's concerts.

Stations cooperating with WNBH in the project were WCNR Bloomsburg, Pa.; WDEL Wilmington, Del.; WBAW Barnwell, S.C.; WPIK Alexandria, Va.; KMCD Fairfield, Iowa; WCNX Middletown, Conn.; WSAV Savannah, Ga.; WGIR Manchester, N.H.; WWNH Rochester, N.H.; WIND Chicago; WCBS New York; WDUZ Green Bay, Wis.; WMAS Springfield, Mass.; WVOX New Rochelle, N.Y.; WLHN Laconia, N.H.; WOLS Florence, S.C.; KJFJ Webster City, Iowa; WSB Atlanta, Ga.; WFBM Indianapolis, Ind.; WICC Fairfield, Conn.; WMTR Morristown, N.J.; WAGR Lumberton, N.C.; KTAR Phoenix, Ariz.; WFGM Fitchburg, Mass., and WBRE-TV Wilkes-Barre, Pa.

Honolulu d. j. fights Morpheus for 9 days

Foregoing the blessed sleep that knits the ravelled sleeve of care, Tom Rounds, air personality with KPOI Honolulu set what is claimed as a new stay-awake record of 203 hours, 44 minutes and 40 seconds without sleep.

Camping in the Wigwam, a Honolulu department store, with doctors making regular checks, fellow KPOI staffers urging him to stay awake and the public gawking, Mr. Rounds went after the record set by d.j. Peter Tripp of WMGM New York (BROADCASTING, Feb. 9).

The Honolulu Advertiser, which operates rival KGU, that city, gave a running account of Mr. Rounds' ordeal on the front page for five straight days, including pictures of the disc jockey in various stages of exhaustion. The Wigwam reaped a 50% sales increase in the period the wake-a-thon was in progress. During most of the time, Mr. Rounds continued his regular on-air duties, though near the end, observers noted changes in his personality. The last day, a call was put through to Peter Tripp, who advised him that "you're going to be emotionally unstable for the next few weeks or months."

When the record time had been passed, Mr. Rounds announced to the store crowds and the KPOI microphone that he intended to now break another record—consecutive sleeping. He soon fell into convulsive sobbing fits and was taken by ambulance to the hospital. Plans were to keep him there at least 48 hours and then he hoped to return to his regular broadcasting duties with perhaps "a longer rest" later.

Time capsule

To celebrate 10 years of service, WOAI-TV San Antonio, Tex., sunk a time capsule in the ground adjacent to its studios. The capsule is to be opened Dec. 11, 1984. It contains records of the achievements and major events of the past 10 years as well as predictions of local authorities about what the next 25 years may have in store. On hand to witness the ceremony, which was telecast live on a 15-minute special and repeated on taped excerpts on the 6 p.m. and 11 p.m. news, were officials of San Antonio, Bexar County and members of the chamber of commerce.

Henry Guerra, WOAI-TV newscaster, was m.c., briefly reviewing the station's achievements in its first decade. James M. Gaines, president, said the station recognizes its great responsibility "which can be discharged only through the highest standards of respect for the American home."

Prize-winner

Joe Andrews, promotion manager of WMAZ-AM-TV Macon, Ga., won for his station the grand prize in the Streitmann Biscuit Co.'s contest for the best presentation of its new Zesta saltine 8-pack carton. Some 30 tv and 60 radio stations entered the contest, submitting merchandising plans or promotions to introduce Zesta. The five winning stations got the Streitmann schedule and follow-up ads in addition to a plaque. An advertisement in BROADCASTING saluted WMAZ.

The radio division of the contest was won by Larry Marker of WING Dayton, Ohio. Runners-up in the tv category were William Scruggs, Jr., WSOC-TV Charlotte, N. C.; Jack Williams, WSAZ-TV Huntington, W. Va., and Charles Wolaver, WHIO-TV Dayton.

• Drumbeats

Garbage king • Beauty and air personality contests notwithstanding, KING Seattle decided to poll listeners as to their favorite garbage man. KING scheduled the "garbage man of the year" contest to "focus attention on the need for wrapping wet garbage before throwing it into the refuse can." Listeners were asked to pick their favorite g.m. in the Pacific Northwest. The winner: Gif-

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ford Smelding. The prize: A GE garbage disposal. Mrs. Glen Glaspey received a new garbage can, for her winning selection.

Children's hour • WHOM New York, which airs 14 hours daily of Spanish programming, entertained some 2,500 Puerto Rican children at a Christmas party in Manhattan Center ballroom. The party included appearances by station personalities and Santa Claus as well as toys and candy for the children, all between the ages of 5 and 11.

Anvil award • The American Public Relations Assn., Washington, D.C., announces that its Silver Anvil awards will be presented at the association's annual conference April 13-16 at The Greenbrier, White Sulphur Springs, W.Va. Trophies are awarded for the outstanding public relations program of the year. Deadline: March 1. Entry blanks may be obtained from APRA at 1010 Vermont Ave. N.W., Washington.

Post haste • Upon discovering a pile of 5,000 pieces of short-stamped overseas Christmas card mail destined for the incinerator at the busy Miami post office, the WPST-TV Miami news director decided the mail must go through. The station provided stamps and personnel and, under supervision of postal authorities, the necessary postage was purchased and the mail was on its way to Mexico, Canada and the other continents, as WSPT-TV's international good-will gesture.

Unrigged

The faces of officials of WAND Canton, Ohio, were as red as Santa's outfit when the winner of the station's Christmas Stocking contest was announced. The winner: Nick Barry, manager of rival station WTIG Massillon, Ohio.

Mr. Barry is to receive $100 worth of groceries every month for a year. His name was drawn by a Common Pleas judge from a concrete mixer containing 50,000 entries.

Hail to the chief • WAAB Worcester, Mass., claims a vocal stake in stimulating the drive to give President Eisenhower a warm, enthusiastic show of support when he returned from abroad. In three editorials aired in a single day, WAAB urged listeners to write the White House or send Christmas cards as a vote of confidence in the President's mission. WAAB reports that Worcester's mayor issued a proclamation as a result of the station's action and that its campaign was picked up on news wires and by NBC News.

Mark the day • For promotion managers who will wish to be apprised of Silent Record Week, Louisiana Yam Supper Season, Save the Pun Week, not to mention Take Tea & See Week, *Chases' Calendar of Annual Events* (Apple Tree Press, Flint, Mich., $1) should be invaluable. Calendar gives ample advance notice for holiday planning, lists all religious holidays as well as major trade association meetings, regional events and all advertising special "meets" and "days."

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

December 15 through December 21. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter, unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. ᵉ—educational. Ann. Announced.

New Tv Stations

APPLICATIONS

Gallup, N.M.—Televents Inc., vhf ch. 3 (60-66 mc); ERP 0.940 kw visual, 0.549 kw aural; antenna height above average terrain 82 ft., above ground 172 ft. Estimated construction cost $36,774, first year operating cost $54,000, revenue $78,000. P.O. address Box 5570, Dallas, Tex. Studio and trans. location SW corner of US 66 and Strong St. Geographic coordinates 35° 31' 45" N. Lat., 108° 44' 18" W. Long. Transmitter STV-250-AL, antenna RCA TF-6AL. Principals include **Bill Daniels, Winston L. Cox** and **Carl M. Williams**, 33⅓% each. Mr. Daniels is in insurance; Mr. Cox is auto dealer; Mr. Williams is in brokerage business. Ann. Dec. 18.

Tv Translator

ACTION BY FCC

People's Tv Inc., Leadville, Colo. Granted cp for new tv translator station to operate on ch. 72 to translate programs of KLZ-TV (ch. 7), Denver. Chmn. Doerfer absent. Ann. Dec. 16.

New Am Station

ACTION BY FCC

New Richmond, Wis.—Radio St. Croix Inc., Granted 1590 kc, 5 kw D. P.O. address 110½ W. Oak St., Sparta, Wis. Estimated construction cost $24,860, first year operating cost $45,000, revenue $55,000. Principals include **Vernon L. Iwanoski** (30%), funeral home owner, and **Norman M. Abramson** (40%), retail furniture store. Ann. Dec. 16.

APPLICATIONS

Camden, Ark.—Ouachita Valley Radio Corp. 610 kc, 5 kw D. P.O. address 649 Chestnut St., Camden, Ark. Estimated construction cost $19,310, first year operating cost $36,000, revenue $42,000. Principals include **Perry J. Dalton**, 31% and others. Dr. Dalton is surgeon. Ann. Dec. 18.

San Juan Capistrano, Calif.—Mildred S. Jordan, 1520 kc, 1 kw D. P.O. address Highway 101, San Juan Capistrano, Calif. Estimated construction cost $35,450, first year operating cost $60,000, revenue $72,000. Applicant is ranch owner. Ann. Dec. 16.

Hazlehurst, Ga.—Jeff David Bcstrs. Inc. 920 kc, 5 kw D. P.O. address Box 454, Vidalia, Ga. Estimated construction cost $21,162, first year operating cost $32,470, revenue $35,500. Principals include **Lawton R. Ursrey** 42.5% and others. Mr. Ursrey is farmer. Ann. Dec. 22.

Chestertown, Md.—Russell H. Morgan, 1530 kc, 5 kw D. P.O. address Box 28, Westminster, Md. Estimated construction cost $11,733, first year operating cost $25,000, revenue $30,000. Applicant has minority interests in WTTR Westminster, WBMD Baltimore, both Maryland and WPDX Clarksburg, W.Va. Ann. Dec. 16.

Mastic, N.Y.—Mastic Bcstg. Co., 1250 kc, 5 kw D. P.O. address Mastic, N.Y. Estimated construction cost $11,127, first year operating cost $22,000, revenue $35,000. Applicants are **David Rudnick** and **Kevin Redmond**, equal partners, who are both employed by an electronics corporation. Ann. Dec. 22.

Crosby, N.D.—Border Bcstg. Inc., 1280 kc, 1 kw D P.O. address 2121 3d Ave., E., Williston, N.D. Estimated construction cost $15,488, first year operating cost $36,000, revenue $45,000. Principals include **E. E. Krebsbach** 31% and others. Mr. Krebsbach is 60% owner of KGCX Sidney, and minority owner of KVCK Wolf Point, both Montana. Ann. Dec. 16.

Orange, Tex.—Radio Orange, 1510 kc, 1

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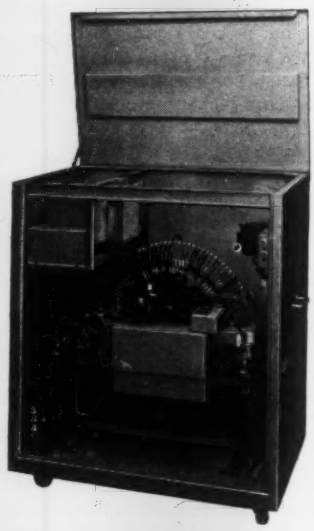

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For complete information write to RCA, Dept. BD-22, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

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kw D. P.O. address 2513 Cimmaron St., Midland, Tex. Estimated construction cost $13,206, first year operating cost $39,000, revenue $48,000. Applicant is **Petty D. Johnson** who is 66⅔ owner of KVWC Vernon, Tex. Ann. Dec. 22.

Waynesboro, Va.—James J. Williams, 970 kc, 5 kw D. P.O. address 808 Warwick Circle, Waynesboro, Va. Estimated construction cost $17,225, first year operating cost $28,000, revenue $32,000. Applicant is patent attorney for General Electric. Ann. Dec. 22.

Existing Am Stations

ACTIONS BY FCC

Muskingum Bcstg. Co., Zanesville, Ohio. By memorandum opinion and order. Commission accepted for filing application for new am station to operate on 940 kc, 1 kw, DA-D, as of May 15, 1959, date it was first tendered; and accepted July 2 amendment to application which, among other things, resubmitted bank letter. Ann. Dec. 16.

WKEY Covington, Va.—Granted change of operation on 1340 kc from 250 w. unl. to 250 w-N, 1 kw-LS; remote control permitted. Ann. Dec. 16.

APPLICATIONS

KCHV Coachella, Calif.—Cp to change hours of operation from D to unl., using power of 1 kw-5 kw-LS, install DA-2 and new trans. Ann. Dec. 21.

KART Jerome, Idaho—Modification of license to change hours of operation from unl. to specified hours, (1400 kc). Ann. Dec. 16.

WRMS Beardstown, Ill.—Cp to increase power from 500 w to 1 kw and install new trans. (790 kc). Ann. Dec. 16.

WTAO Cambridge, Mass.—Amendment to application for cp (as amended) to change hours of operation to daytime (720 kc). Ann. Dec. 16.

WKOX Framingham, Mass.—Amendment to application for modification of license to change hours of operation to specified hours (1190 kc). Ann. Dec. 16.

WCSS Amsterdam, N.Y.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Request waiver of 309(b) notification, request waive of, or exception to Sec. 1.106(b) (1) 1.354(c) and 1.361(b) of Commission's Rules) (1490 kc). Ann. Dec. 16.

New Fm Stations

ACTIONS BY FCC

Princeton, Ind.—Princeton Bcstg. Co. Granted 98.1 mc, 6.7 kw. P.O. address Outer West Broadway, Princeton, Ind. Estimated construction cost $7,900, first year operating cost $5,000, revenue $6,500. Applicant station will duplicate WRAY Princeton. Ind. Principal is **M.R. Lankford,** who is general manager of WRAY. Ann. Dec. 16.

St. Louis, Mo.—Continental Bcstg. Corp. Granted 92.3 mc, 22 kw. P.O. address % Robert G. Dowd, 1910 Boatmen's Bank Bldg., St. Louis, Mo. Estimated construction cost $24,500, first year operating cost $36,000, revenue $48,000. Applicants are **Robert G. Dowd** 54.84%, **Edward C. Schafer** 25%, and others. Mr. Dowd is attorney. Mr. Schafer is in import business. Ann. Dec. 16.

St. Louis, Mo.—Radio Station WIL, Granted 92.3 mc, kc. 22 kw. P.O. address % H&E Balaban Corp. 190 N. State St. Chicago 1, Ill. Estimated construction cost $30,808, first year operating cost $30,000, revenue $35,000. Principal applicants are **H&E Balaban Corp.** and **Atlantic Brewing Co.,** 33⅓% each. Ann. Dec. 16.

Syracuse, N.Y.—Meredith Syracuse Radio Corp. Granted 102.9 mc, 8.835 kw. P.O. address 511 Loew Bldg., Syracuse, N.Y. Estimated construction cost $24,024, first year operating cost $10,000, revenue $10,000. Applicant is **Meredith Engineering Co.** (an Iowa corp.) Meredith is licensee of KCMO-AM-TV Kansas City Mo., KPHO-AM-FM-TV Phoenix, and permittee of WHEN-AM-TV Syracuse, KRMG Tulsa, Okla., and WOW-AM-FM-TV Omaha, Neb. Ann. Dec. 16.

APPLICATIONS

***Chicago, Ill.—U. of Chicago,** 89.1 mc, 1 kw P.O. address 5801 S. Ellis Ave., Chicago, 37, % Dean John Netherton, Estimated construction cost $1,705, first year operating cost $1,200. Ann. Dec. 16.

Cincinnati, Ohio—Plaines Radio Bcstg. Co., 101.1 mc. 9.1 kw. P.O. address Amarillo, Tex. Estimated construction cost $35.324, first year operating cost $36,000, revenue $45.000. **Globe-News Pub. Co.** is licensee of KGNC-TV Amarillo and owner of 81% of Plaines Radio Bcstg. Co. Plaines Radio is licensee of KGNC-AM-FM Amarillo, and KFYO Lubbock, both Texas. Ann. Dec. 22.

Existing Fm Stations

ACTIONS BY FCC

WRCA-FM New York.—Granted SCA, on multiplex basis, to provide background music service to doctors' offices, hospitals and clinics to include advisory newscasts concerning matters of interest to medical subscribers; provided system is not used as paging service or for other purposes unrelated to broadcast operation; authorization (until June 1, 1960) is without prejudice to such further action Commission may deem warranted as result of final determinations with respect to: (1) report of network study staff; (2) related studies and inquiries now being considered or conducted; and (3) pending anti-trust proceedings involving NBC Inc., and RCA. (Such "doctorcasting" is already being engaged in by KMLA (FM) Los Angeles, Calif., and KCBM(FM) Kansas City, Kan.).

Commission granted applications by Meredith WOW Inc. (WOW-FM) Omaha, Neb.; Bayfront Bcstg. Corp. (WAFM[FM]) Miami, Fla., and Parker-Lee, Inc. (KPLI[FM]) Riverside, Calif., for SCA to engage in functional (background) music operations on multiplex basis; conditions. Ann. Dec. 16.

Ownership Changes

ACTIONS BY FCC

WRLD-AM-FM Lanette, Ala. — Granted transfer of control from **J.C. Henderson** to **Miles H. Ferguson;** consideration $20,700 for 60% interest; conditioned that Mr. Ferguson divest himself of all connection with WDAK Columbus, Ga. Besides being employed by WDAK, Mr. Ferguson has interest in WGEA Geneva, and WJHO Opelika, both Alabama. Ann. Dec. 16.

WLOD Pompano Beach, Fla.—Granted transfer of control from **Arthur F. Harre** and **Leonard A. Versluis** to **Franklin Bcstg. Co.** (WMIN St. Paul, Minn.); consideration $131,683 subject to adjustments. Ann. Dec. 16.

KOOD Honolulu, Hawaii—Granted transfer of control from **Robert H. Pearson** and **Mary K. Wong** to **Hawaiian Pacific Inc.** (A. W. MacDonald, president); consideration $63,000. Comr. Bartley and Lee dissented. Ann. Dec. 16.

WSTR-AM-FM Sturgis, Mich. — Granted assignment of licenses to **Water Wonderland Bcstg. Inc.** (WWBC Bay City); consideration $115,000 plus payment of $5,000 to **E.H. Munn Jr.,** assignor vice president, as a consultant for three years. Ann. Dec. 16.

KWAT Watertown, S.D.—Granted assignment of licenses from **Lee V. Williams Jr.,** to **Midland National Life Insurance Co.** (former licensee); consideration $115,311. Comr. Bartley dissented. Ann. Dec. 16.

APPLICATIONS

KONI Phoenix, Ariz.—Seeks assignment of license from **Anjo Bcstrs. & Telecasters Inc.** to **Camelback Bcstg. Inc.** for $196,000 plus agreement not to compete within 50 miles for eight years. Purchasers are **Edward J. Churchill** 49.94%, **Robert B. McWilliams** 35% and others. Mr. Churchill is chairman of the board, Donahue & Coe Inc. advertising agency. Mr. McWilliams is 70% owner of KGMC Englewood, Colo. Ann. Dec. 18.

KCEE Tucson, Ariz.—Seeks assignment of license of **Assoc. Bcstrs. of Tucson Inc.** from **David S. Drubeck** and **Barnet Sorkin,** equal partners to Messrs. Drubeck and Sorkin 40% each and **Cliff Gill** 20% for $2,000. Mr. Gill is 55.5% owner of KDOG-FM La Hambra and 40% owner of KEZY Anaheim, both California. Ann. Dec. 21.

KAFP Petaluma, Calif.—Seeks transfer of control of **Bcstg. Assoc. Inc.** from **W. Shelby Oliver** 75% and others to Mr. Oliver 50%. **Robert E. Thomlinson** 25% and others for $8,500. Ann. Dec. 18.

WMMM Westport, Conn.—Seeks transfer of control of **Westport Bcstg. Co.** from **Norman J. Bernstein** 25% and others to **Donald Flamm** for $125,000. Mr. Flamm is former owner of WMCA N.Y. and WPAT Paterson, N.J. Ann. Dec. 18.

WCRW Chicago, Ill.—Seeks involuntary assignment of license from **Clinton E. White,** deceased and **Josephine A. White** equal partners to **Josephine A. White,** sole owner. Ann. Dec. 18.

WAZY Lafayette, Ind.—Seeks assignment of cp from **J.E. Willis,** sole owner to **WAZY Radio Inc.** Change to corporation. No ownership changes involved. Ann. Dec. 21.

KGRN Grinnell, Iowa—Seeks assignment of license from **Grinnell Bcstg. Corp.** to **Mitchell Bcstg. Inc.** for $60,000. Applicant is **Forest J. Mitchell Jr.** sole owner, who is former program director of KIOA Des Moines. Ann. Dec. 18.

KMDO Ft. Scott, Kan.—Seeks assignment of license from **Ft. Scott Bcstg. Co.** to **Ft. Scott Bcstg. Inc.** for $6,250 in stock transferred by **Lloyd C. McKenny** sole owner to

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Mr. McKenny 50% and **Dorothy N.** and **James L. McKenny** 25% each. Change to corporation. Ann. Dec. 16.

KSLA-TV Shreveport, La.—Seeks involuntary transfer of control from estate of **Don George**, deceased, 43% to **Eugenia Booth George**, executrix, 21.5% and **Dolores M. George** 21.5%. Ann. Dec. 16.

WCUM-AM-FM Cumberland, Md.—Seeks assignment of license of **Allegany County Bcstg. Corp.** for $34,600. Purchasers are **Wallace L. Hankin** 33⅓% and others. Mr. Hankin is former manager of WAGE Leesburg, Va. Ann. Dec. 16.

WMBH Joplin, Mo.—Seeks transfer of control from **Radio Joplin Inc.** to **Radio St. Louis Inc.** for $13,500. Radio St. Louis Inc. is licensee of KSTL St. Louis. Ann. Dec. 21.

KTTN Trenton, Mo.—Seeks assignment of license from **Trenton Bcstg. Co.** to **Community Bcstrs. Inc. S.W. Arnold** retains 50% control while stock is transferred among minority holders. Change to corporation from partnership. Ann. Dec. 16.

WABG-TV Greenwood, Miss.—Seeks assignment of license from **Greenwood Bcstg. Co.** to **Mississippi Telecasting Inc.** Change to corporation. No ownership changes involved. Ann. Dec. 21.

WFAI Fayetteville, N.C.—Seeks assignment of license from **Ralph E. Hess** to **Jackson F. Lee** for $142,000. Mr. Lee is manager of WILM Wilmington, Del. Ann. Dec. 18.

KABR Aberdeen, S.D.—Seeks assignment of license from **KABR Inc.** to **Transmedia Inc.** for $108,000. Purchasers are **Charles F. Sarjeant Jr.** and **Donald G. Padilla**, equal partners, who are in public relations business. Ann. Dec. 21.

KJAM Madison, S.D.—Seeks assignment of cp from **Donald R. Vanderhoof** 75% and **Catherine Muggly** 25% to the same as equal partners d/b/a **Madison Bcstg. Co.** Ann. Dec. 21.

WMC Memphis, Tenn.—Seeks assignment of license from **Memphis Pub. Co.** (a Delaware corporation) to **WMC Bcstg. Co.** Transfer to new corporation; no ownership changes involved. Ann. Dec. 21.

WMCF (FM) Memphis, Tenn.—Seeks assignment of license from **Memphis Pub. Co.** (a Delaware corporation) to **WMC Bcstg. Co.** Transfer to new corporation; no ownership changes involved. Ann. Dec. 21.

WMCT (TV) Memphis, Tenn.—Seeks assignment of license from **Memphis Pub. Co.** (a Delaware corporation) to **WMC Bcstg. Co.** Transfer to new corporation; no ownership changes involved. Ann. Dec. 21.

WHEY Millington, Tenn.—Seeks assignment of license from **Memphis-Millington Bcstg. Co.** to **West Tennessee Bcstg.** for $63,500. Purchasers are **John M. Latham** and **Robert C. Whiteley Jr.** equal partners. Mr. Latham is 50% owner of WTRO Dyersburg, Tenn. Mr. Whiteley is 50% owner of WKBL Covington, Tenn. Ann. Dec. 16.

KCRN Crane, Tex.—Seeks involuntary assignment of license from estate of **Joseph E. Young**, deceased, to executrix of estate, **Jacqueline L. Young**. Ann. Dec. 18.

KPRC-AM-TV Houston, Tex.—Seeks transfer of control of **Houston Post Co.** from **W.P. Hobby** 50.241% and others to **The Hobby Foundation.** After transfer Mr. Hobby will own 48.991% in Houston Post. Transfer is gift to non-profit corporation. Ann. Dec. 21.

Hearing Cases

FINAL DECISIONS

By order, Commission, on petition, severed from hearing and granted application of Radio St. Croix, Inc. for cp for new am station in New Richmond, Wis., to operate on 1590 kc, 5 kw D. Ann. Dec. 16.

By memorandum opinion and order, Commission, on petition, removed from hearing and granted application of The Oneida Bcstg. Co. to increase daytime power of WOBT Rhinelander, Wis., from 250 w to 1 kw, continuing operation on 1240 kc, 250 w-N subject to condition. Ann. Dec. 16.

By memorandum opinion and order, Commission, on petition, removed from hearing and granted application of Ishpeming Bcstg. Co. to increase daytime power of WJPD Ishpeming, Mich., from 250 w to 1 kw, continuing operation on 1240 kc, 250 w-N subject to condition. Ann. Dec. 16.

STAFF INSTRUCTIONS

Commission on Dec. 16 directed preparation of document looking toward granting application of Santa Monica Bcstg. Co. for new class A fm station to operate on 103.1 mc in Santa Monica, Calif. An April 20 initial decision looked toward this action.

Commission on Dec. 16 directed preparation of document looking toward granting application of Young People's Church of the Air Inc., for new class B fm station to operate on 104.5 mc in Philadelphia, Pa., and denying similar application of WJMJ Bcstg. Corp. May 27 initial decision looked toward this action.

Commission on Dec. 3 directed preparation of document looking toward granting applications of Kalamazoo Bcstg. Co. for new am station to operate on 1420 kc, 1 kw, DA-D in Kalamazoo, Mich., and Dowagiac Bcstg. Co. for new station on 1440 kc, 500 w-D, in Dowagiac, Mich., and denying application of The Circle Corp. to change facilities of WKLZ Kalamazoo, Mich., from 1470 kc, 500 w D, to 1440 kc, 5 kw, DA-D. May 26 initial decision looked toward this action.

INITIAL DECISION

Hearing Examiner Basil P. Cooper issued initial decision looking toward granting application of The Dodge City Bcstg. Inc., for new am station in Liberal, Kan., to operate on 600 kc with 500 w, unl. time, using different DA pattern day and night. Ann. Dec. 16.

OTHER ACTIONS

KRLA Pasadena, Calif. Is being advised that application for renewal of license indicates necessity of hearing. Ann. Dec. 16.

United Electronics Laboratories Inc., Louisville, Ky. By order, designated for hearing applications for new tv stations to operate on ch. 51. Chmn. Doerfer absent. Ann. Dec. 16.

Silver State Telecasters, Circle L Inc., Reno Telecasting Co., Chronicle Publishing Co., Reno, Nev.—Denied Silver State request for waiver of mileage separation rules and dismissed, without prejudice, application for new tv station to operate on ch. 4 in Reno; by letter advised other applicants for same facility that their proposals indicate necessity of hearing. Chmn. Doerfer absent. Ann. Dec. 16.

WSNJ-FM Bridgeton, N.J. Bulletin Co., Philadelphia, Pa. WAWZ-FM Zarephath, N.J.—Designated for hearing applications of WSNJ-FM to change operation from 98.9 to 107.7 mc; Bulletin for new fm station on 98.9 mc, and WAWZ-FM to increase power on 99.1 mc from 4.8 to 20 kw; made WJBR-FM Wilmington, Del., and WBAI-FM and WOR-FM both New York City, parties to proceedings. Ann. Dec. 16.

KBLO Hot Springs, Ark.—Is being advised that application for assignment of license to Modern Bcstg. Corp. indicates the necessity of hearing. Ann. Dec. 16.

By letter, Commission denied letter requests in behalf of Leonard Wechsler, Fred Schottland, and Samuel Babbitt requesting reconsideration of Commission action of July 22 granting application for assignment of cp for WBNR Beacon, N.Y., from Samuel Babbitt, et al., d/b as West Shore Bcstg. Co., to WBNR Inc. Ann. Dec. 16.

By order, Commission granted request by Electronics Industry Association and fur-

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through December 21

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,388	64	75	757
FM	629	42	162	119
TV	466[1]	56	98	132

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through December 21

	VHF	UHF	TV
Commercial	446	76	522
Non-commercial	33	10	43

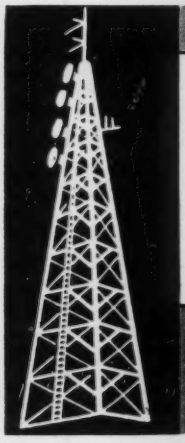
COMMERCIAL STATION BOXSCORE

As reported by FCC through November 30, 1959

	AM	FM	TV
Licensed (all on air)	3,385	609	466[1]
CPs on air (new stations)	56	55	56[2]
CPs not on air (new stations)	85	159	99
Total authorized stations	3,526	823	672
Applications for new stations (not in hearing)	506	83	61
Applications for new stations (in hearing)	234	27	60
Total applications for new stations	740	110	121
Applications for major changes (not in hearing)	630	32	34
Applications for major changes (in hearing)	175	6	17
Total applications for major changes	805	37	51
Licenses deleted	0	0	0
CPs deleted	0	0	0

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.



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their extended time from Dec. 11, 1959 to March 15, 1960 to file comments to March 12 further notice of inquiry which enlarged scope of proceeding looking into possible wider uses for fm SCA to include specific data on subject of stereophonic broadcasting by fm stations. Comm. Bartley dissented. Ann. Dec. 16.

WZIP Covington, Ky.—Directed that letter be sent indicating that application to change location of station (1050 kc 1 kw, D) to Cincinnati, Ohio, indicates necessity of hearing. Chmn. Doerfer and Comr. Lee dissented. Ann. Dec. 16.

By memorandum opinion and order, Commission denied petition by Grundy Bcstg. Co., Morris, Ill., to modify issues in consolidated proceeding, but added new issue, in light of their location and urban and industrial characteristics, and other relevant factors, to determine whether Harvey, Evanston, Des Plaines, and Morris, Ill., or any of them, may be considered separate communities for purposes of sec. 307(b) and, should it be found that one or more of them may not be so considered, to determine community in which each of latter is to be included for sec. 307(b) purposes. Comr. Cross dissented to enlarging issues. Ann. Dec. 16.

By memorandum opinion and order, Commission denied petition by Transcript Press Inc., Dedham, Mass., to enlarge issues in proceeding involving eight applications (including Transcript) for new am stations in Mass. and Conn. involving proposed use of 1550 and 1570 kc. Ann. Dec. 16.

Commission scheduled oral argument on January 21, 1960, in proceeding on am applications of The Monocacy Bcstg. Co., Gettysburg, Pa., Times and News Publishing Co. (WGET) Gettysburg, Pa., and The Price Bcstrs. Inc., Frederick, Md. Ann. Dec. 16.

Shelby County Bcstg. Co., Shelbyville, Ind; General Communications Inc., Lafayette, La.; KOMA Oklahoma City, Okla.—Designated for consolidated hearing applications for new am stations to operate on 1520 kc, DA-1, unl. of Shelby with 250 w, and General with 500 w, and application of KOMA (1520 kc, 50 kw, DA-N, unl.) to change its nighttime pattern. Ann. Dec. 16.

A.F. Misch, Coffeyville, Kan.; WBEL South Beloit, Ill.; Washington County Bcstg. Co.; E.D. Scandrett; Washington Home & Farm Radio Inc.; Washington, Iowa; Iola Bcstg. Co., Iola, Kan.; KUDL Bcstrs. Inc.; Kansas City, Mo.; Iowa City Bcstrs. Inc., Iowa City, Iowa.—Designated for consolidated hearing applications for new am stations of Washington County, Scandrett, Iowa City, and Washington Home & Farm to operate on 1380 kc, 500 w, D; Misch and Iola to operate on 1370 kc, 500 w D, Iola with DA; WBEL to change from DA-2 to DA-N, continuing operation on 1380 kc, 5 kw, unl. and KUDL to change operation on 1380 kc from 1 kw, D to 1 kw-N, 5 kw-LS, DA-2; made KBTO Eldorado, Kan.; KCIM Carroll, Iowa; KGNO Dodge City, Kan.; KMUS Muskogee, Okla.; KWK St. Louis, Mo.; WKJG Ft. Wayne, Ind., WTTH Port Huron, Mich., parties to proceeding, and KHAK Cedar Rapids, Iowa, party respondent. Ann. Dec. 16.

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

Granted petition by Armin H. Wittenberg Jr., for extension of time to Dec. 23 and Jan. 26, 1960, respectively, to file exceptions and reply to exceptions in proceeding on his application and that of Pasadena Presbyterian Church for new fm stations in Los Angeles and Pasadena, both California. Action Dec. 17.

Granted petition by WGN Inc., for extension of time to Jan. 15, 1960 to file replies to exceptions and briefs by Capitol Bcstg. Co. and Broadcast Bureau in proceeding on Capitol's application and that of W.A. Pomeroy for new am stations in East Lansing and Tawas City-East Tawas, Mich. Action Dec. 15.

Granted petition by Beaumont Bcstg. Corp. for extension of time to Dec. 18 to file reply to exceptions of The Enterprise Co. in Beaumont, Texas, tv ch. 6 remand proceedings. Action Dec. 15.

Granted petition by Broadcast Bureau for extension of time to Dec. 18 to file responsive pleadings to petition by Rossmoyne Corp. (WCMB) Harrisburg, Pa., for review of Chief Hearing Examiner's order denying petition for intervention and extended to Dec. 23 time to reply to oppositions in proceeding on am applications of Fredericksburg Bcstg. Corp. (WFVA) Fredericksburg, Va., et al. Action Dec. 15.

By Chief Hearing Examiner James D. Cunningham

Scheduled hearing on date shown: Jan. 18: tv rulemaking proceeding involving Columbus, Ga., and order directing WTVY Inc. to show cause why its authorization for WTVY Dothan, Ala., should not be modified to specify operation on ch. 4 in lieu of ch. 9. Action Dec. 15.

Upon request by Interstate Bcstg. Inc. (WQXR) New York, N.Y., scheduled oral argument for 9:30 a.m., Dec. 21, on its petition for intervention in proceeding on application of Ulster County Bcstg. Co., for new am station in Ellenville, N.Y. Action Dec. 14.

Granted petition by South Bend Tribune (WSBT) South Bend, Ind., and allowed petition intervention in consolidated proceeding on am applications of Florence Bcstg. Inc., Brownsville, Tenn., et al., with reference to application of Fort Wayne Bcstg. Co.; petitioner will be heard with reference to issues 3 and 5 in Commission's order of designation for hearing in proceeding. Action Dec. 16.

By Hearing Examiner J.D. Bond

Pursuant to agreements reached by all parties at Dec. 15 prehearing conference, scheduled hearing for Feb. 23 in proceeding on applications of Waco Radio Co., Waco, Tex., et al. Action Dec. 16.

Granted petition by Bill S. Lahm for leave to amend his application for new am station in Wisconsin Rapids, Wis., so as to submit verified statement by Mrs. Verna Lahm indicating her willingness to cosign petitioner's note and to permit placing of mortgage on her property; application is in consolidated proceeding with am application of The Tomah-Mauston Bcstg. Inc. (WTMB) Tomah, Wis. Action Dec. 15.

Granted request by Charlotte Radio & Television Corp. (WGIV) Charlotte, N.C., for certain corrections to record transcript in proceeding on its am application; afford five days for further corrections on examiner's own motion. Action Dec. 14.

Postponed to Dec. 22 ruling upon petition by Radio Mississippi, Jackson, Miss., for leave to amend its am application, scheduled Dec. 21 for latest date to file responsive pleadings to separate amendment proposals by Radio Mississippi, Birmingham Bcstg. Co. and Port Allen Bcstg. Co., and ordered that oral argument upon pleadings will be deemed to have been waived unless request therefore is made by Dec. 21; applications are in consolidated proceeding with am applications of Cookeville Bcstg. Co., Cookeville, Tenn., et al. Action Dec. 15.

By Hearing Examiner Basil P. Cooper

Scheduled prehearing conference for Jan. 7, 1960, in proceeding on am application of Tri State Bcstg. Co. (WONW) Defiance, Ohio. Action Dec. 15.

By Hearing Examiner Charles J. Frederick

Granted petition by Broadcast Bureau for extension of time from Dec. 15 to Dec. 22 to file proposed findings of fact and conclusions and for replies from Jan. 15 to Jan. 22, 1960, in Moline, Ill., tv ch. 8 proceeding. Action Dec. 15; granted petitions by Illiway Television Inc., Community Telecasting Corp. and Moline Television Corp. to correct transcript in proceeding. Action Dec. 16.

Upon oral motion by Broadcast Bureau, and with consent of all parties, continued hearing from Dec. 15 to Jan. 14, 1960, in proceeding on applications of Sanford L. Hirschberg and Gerald R. McGuire and Fairview Bcstrs. for new am stations in Cohoes-Watervliet and Rensselaer, N.Y. Action Dec. 14.

By Hearing Examiner Isadore A. Honig

Scheduled prehearing conference for Jan. 8, 1960 in proceeding on applications of Blue Island Community Bcstg. Inc., for new fm station in Blue Island, Ill., et al. (Action was on examiner's own motion.) Action Dec. 16.

On own motion, ordered that, unless objection be filed by any of parties within five days after release of order, transcript of Sept. 22 hearing is corrected in various respects in proceeding on am applications of The Tobacco Valley Bcstg. Co. Windsor, Conn., and Telecolor Corp. (WTXL), West Springfield, Mass. Action Dec. 14.

By Hearing Examiner H. Gifford Irion

Granted joint request by Golden Gate Corp., Providence, R.I., et al., for continuance of hearing from Dec. 16 to Dec. 23 in consolidated am proceeding. Action Dec. 15.

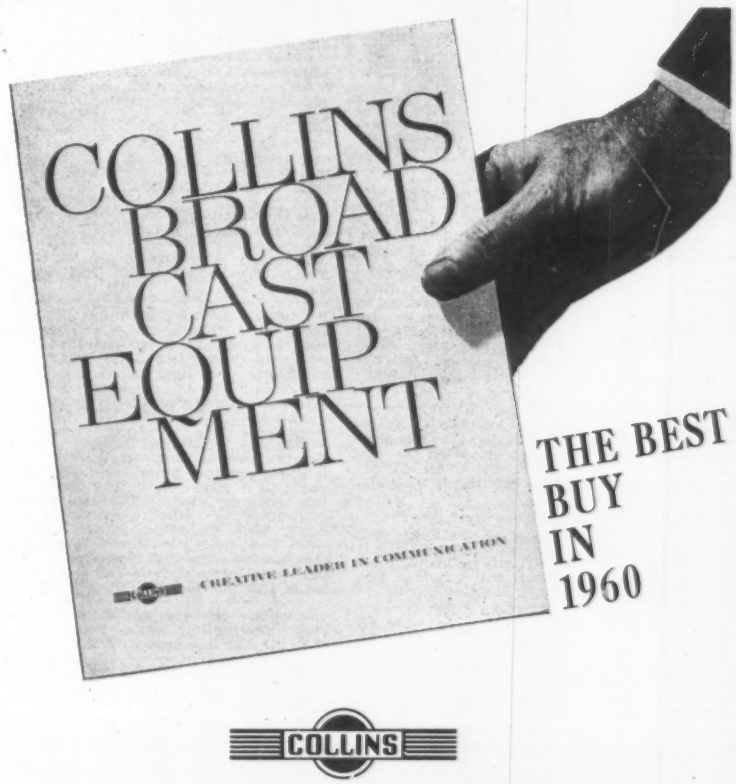
By Hearing Examiner Forest L. McClenning

Granted request of KCRA Inc., for extension of time from Dec. 21 to Dec. 28 for exchange of rebuttal exhibits in proceeding on application of Los Banos Bcstg. Co. for am facilities in Los Banos, Calif. Action Dec. 16.

By Hearing Examiner Herbert Sharfman

On oral request by counsel for Santa Rosa Bcstg. Co., and without objection by counsel for Broadcast Bureau, continued

Continued on page 71



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$125.00 weekly for salesmen. Also bonus and commission. Metropolitan market east coast. Opportunity unlimited. Box 865P, BROADCASTING.

$100-$150 weekly guarantee plus commission and bonus plan for aggressive self-starter salesman. Top station Washington, D.C. market. Box 867P, BROADCASTING.

If you're imaginative, creative, experienced in radio sales, there's a job for you in the Pacific northwest. Sales management opportunities too. Write full details to Box 606R, BROADCASTING.

Leading 5 kw in New England needs experienced salesman willing to plug. Excellent account list available. Guarantee and commission. Act now, write Box 619R, BROADCASTING.

$700 month guarantee. Present sales manager averaging around $1000.00. Position to be filled in next 60-90 days. Good small market single station in southern Illinois. If you are really a sales manager and know your business, send resume of yourself and accomplishments to Box 624R, BROADCASTING.

Salesman: Experienced, $300. Month guarantee and strong commission. Good chance to move into sales manager position at more than double starting. Midwest small station. Send full particulars to Box 625R, BROADCASTING.

California, 50 kw in major market. Need two top notch, aggressive salesmen. Only guys with track record will be considered. Send complete resumes and photos. Box 664R, BROADCASTING.

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Help Wanted—(Cont'd)

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Washington, D.C., indie has opening for experienced, modern disc jockey. Send tape et al. Box 539R, BROADCASTING.

Combo man capable of good, straight "sell", intelligent, record show work. Upstate New York radio-tv station. Some tv booth work. Send complete information, picture and tape incorporating commercials, record intros, news to Box 608R, BROADCASTING.

Announcer, quick intro disc jockey, newsman. Chance to sell. Large central New York market. Send tapes and resume to Box 661R, BROADCASTING.

Western Pennsylvania radio station with tv affiliate wants alert, experienced announcer not afraid to assume responsibilities. Send full details and picture to Box 662R, BROADCASTING.

Morning man for progressive station on New England seacoast. Headquarters for rapidly growing chain of stations which number 4 at present. Desire intelligent, bright, lively announcer with emphasis on good, bright music. Send tapes and salary demands with brief biographical sketch. Box 668R, BROADCASTING.

Have opening for good sports announcer who has had experience in play-by-play. Located in Ohio. Network station. A real opportunity for a good sports man. Box 673R, BROADCASTING.

Announcer-Louisiana station; first phone; no maintenance; daytime; excellent working conditions. Send references, family details and tape; Box 683R, BROADCASTING.

Interested in a future? Major northeast market needs fast paced dj. Modern sound. No top 40 shouters. Send air check, resume Box 687R, BROADCASTING.

KBUD, Athens, Texas, seeking experienced staff announcer. Salary open.

Announcer with first phone for night shift. You'll love KCOW Radio, Alliance, Nebraska. Permanency!

We need a morning man that likes to combo. First class ticket, no maintenance. Adult programming on commercial station. Must be sharp announcer. Send tape and resume to WJBL, P.O. Box 808, Holland, Michigan.

Wanted: Announcer with first ticket, no maintenance. Apply WAMD, Aberdeen, Md.

Start 1960 right! In the job you've been wanting for so long—at WBYS. If you are a good, sensible announcer who likes good radio in a good community and can handle the morning shift, you'll like it here. Applicants with a first phone especially welcome. WBYS, Canton, Illinois.

Announcer with first class ticket at Wisconsin resort area station. Send tape and personal information WDOR, Sturgeon Bay.

Immediate opening staff announcer long on radio production spots. Send tape, photo, information Bill Frosch, WISH, Indianapolis.

Michigan 5 kw daytimer has opening for announcer. Excellent working conditions. First class ticket helpful, but not essential. Send tape and resume to WJBL, P.O. Box 808, Holland, Michigan.

Immediate opening for all-around announcer at WGGO, Salamanca, N.Y. Send audition tape and full details to Mr. George Pfleeger, WJTN, Jamestown, N.Y.

Help Wanted—(Cont'd)

Announcers

Morning man 6 to 9 then hit the street as salesman. Must be experienced both categories. Salary, draw, commission, car allowance. WLDB, Atlantic City, N.J.

Wanted, experienced announcer with first phone. WSYB, Rutland, Vermont.

Play-by-play all sports and news editor combination opening. No board. KCOW Radio, Alliance, Nebraska.

Announcers losing jobs? Lack that professional sound? Audition tape not a polished . . . showcase? See New York School of Announcing display ad in Help Wanted column.

Technical

1,000 watt station in southeast has opening for chief engineer-combination announcer. Good salary and excellent working conditions for right man. Send resume, references and tape to Box 176R, BROADCASTING.

First phone operator. Experienced. Make more money through sales. 20 hours operating. $100 weekly against commission. Contact KCHJ, Delano, California.

First class engineer who can do some announcing and be helpful around the radio station, man or woman, needed January 18. WDOR, Sturgeon Bay, Wisconsin.

Engineer—opening for capable experienced first class license. Phone, wire or write Frank Laughlin, Chief Engineer, WGEM-TV Channel 10 and WGEM Radio AM-FM, Quincy, Illinois.

Immediate opening for first phone, experienced engineer. Union scale, excellent employee benefits. Contact Chief Engineer, WPEO, Peoria, Illinois. Phone 4-9249.

Production-Programming, Others

Copywriter and traffic assistant. Large metropolitan station. Top pay. Box 863P, BROADCASTING.

Wanted: First class newsman. Must be hard worker, have car. Good future for right man. Send details to Box 427R, BROADCASTING.

Needed immediately. Experienced, alert radio newsman for opening on fast-pace, top-flight news staff at number one station in major southwest market. Must be able to broadcast news as well as gather. Pays top salary. Replaces man promoted within organization. Send tapes and resume to Box 518R, BROADCASTING.

Experienced musical director to program all music, adult audience, midwest CBS affiliate. Must have musical and programming experience. Top position directly responsible to management. Write giving full details. Box 623R, BROADCASTING. Rush reply. January 1 start preferred.

Wanted about January 10th. Production promotion man for 1 kw daytime radio station in market of quarter million. Must be aggressive in sales promotion, production and programming. Excellent opportunity with a future. Please rush resume to Box 648R, BROADCASTING.

Wanted: Program director, dj's, and newsmen for one of the powerhouse independents on west coast. New owners taking over shortly in major California market. Don't guess! ! Send tapes, photos, and resumes now. Box 665R, BROADCASTING.

Washington, D.C. indie needs A-1 girl Friday, traffic some copy experience only. Send resume, photo et al. Box 679R, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

Wanted, copywriter for western Michigan radio station. Applicants must have some experience, however, will consider trainee. State qualifications in first letter and include recent photo. Box 688R, BROADCASTING.

Wanted: Experienced news man to handle local news in three station market in upstate New York. Pay open. Many benefits in this ideal picturesque community. Send tape and resume immediately to Box 692R, BROADCASTING.

Newsmen—top flight station has immediate opening for newsman's newman and beginner. Send tape to Fred Epstein, KSTT, Davenport, Iowa.

Copywriter—young lady for midwest tv-radio operation. Radio commercial experience necessary. Send personal resume to Continuity Director, WOOD, Grand Rapids, Michigan.

Experienced newsman wanted as assistant in radio news while taking graduate work, beginning February. School of Journalism, University of Iowa, Iowa City.

RADIO

Situations Wanted—Management

California manager—18 years, excellent references—guarantee profits. Available immediately. Box 547R, BROADCASTING.

Experienced, creative executive will manage with view to possible ownership, lease or outright purchase. Box 666R, BROADCASTING.

Wanted—Opportunity to make your station more successful in 1960. Verl Bratton, Management Consultant, 1205 LaPaloma Way, Colorado Springs. Will be in Chicago first week January. % W.O. Rice, Harris Trust & Savings.

Sales

Professional salesman-announcer, five year success in present location. Available January First. Can't stand rock n' roll. Box 667R, BROADCASTING.

Growing operation medium-large market. Young, aggressive, experienced manager-sales manager available. Background multiple operation. National-local sales experience. Create sales, promotion, programming ideas. Check today! Box 671R, BROADCASTING.

Announcers

Sports announcer, seven years background play-by-play. Top references. Box 405R, BROADCASTING.

Town and country dj, available. Reliable, references, know radio. Not corn, metropolitan type show. Box 655R, BROADCASTING.

Gal Friday. Travel anywhere for radio station job. Announce too. Box 656R, BROADCASTING.

Announcer/sales. Needs opportunity. Will offer sincere hard effort. References, tape. Box 657R, BROADCASTING.

Sales/announcer. Knowledge time sales. Can announce too. Negro. Anywhere. Box 658R, BROADCASTING.

Top showman! Announcer-production man, fast pace with showmanship for active listening that sells. Good voice. State's No. 1 station. Box 659R, BROADCASTING.

Southern California, top sports, good news, easy listening dj. Family, 26, 6 years experience play-by-play. Require between seven and eight thousand per year. Box 674R, BROADCASTING.

Announcer—Married, 35, would like change after working 6 years in east. Experienced in all phases of broadcasting, news speciality. Tape etc. upon request. Box 675R, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Ready for change February. College grad. 24, single. 3rd, experienced announcing, board, copy, traffic, xmtr. 16 months present job. Prefer southern California. Box 686R, BROADCASTING.

Versatile, experienced, 5 years, employed, eastern market, will relocate, top pay, family man. Box 689R, BROADCASTING.

Sportscaster-salesman. 5 year play-by-play. Employed, married. Strong on all sports. Box 690R, BROADCASTING.

First phone deejay. Good newsman. Good platterman. Lousy engineer. Box 685R, BROADCASTING.

Topnotch dj-newscaster, moving sound. Personable, stable. Key market experience. "Phone before noon"—Evergreen 6-6348, Brooklyn, New York.

Casey Clark, country and western dj and **barndance promoter,** available, January 1st. WNAX, Yankton, S.D. Phone North 5-2550.

Attention Joe Holcomb; dad, where are you? Write Pat, Jay, WYSE, Lakeland, Florida.

Fresh personality, who likes people, intelligent, reliable, and willing to work his way to the top. Recent pro school graduate looking for experience and polish. All I ask is to make a living. Contact Richard Wade, 1318 S. Gunderson, Berwyn, Illinois.

Technical

1½ year experience with 250 watt Wyoming station. Operate board and handle news and dj show properly. Restricted ticket. William Huntington, 9952 Schiller, Franklin Pk., Ill. Gladstone 5-7990.

Production-Programming, Others

Want a girl who's fine and dandy? Old enough to be quite handy? But young enough to be quite spry? Why not give this box a try. Box 677R, BROADCASTING.

'Twas the night before ratings and all over town, Not a manager was smiling; they all wore a frown. When what to their wondering eyes should appear, But an ad placed in B—T which give them all cheer. Ho-Ho all you managers, and men who own stations, There's available as PD the best man in the nation: A man with ideas and willingness, sir; With valuable experience gained over the years. So delay not a moment, not even a fraction, But rush to your typewriter and speed into action! On managers, on owners; you, plagued with misfortune! Let's hear from you quick! This ad cost a fortune! Box 680R, BROADCASTING.

News director. Currently news director of large am station in major midwest market. Three years present position; current salary ten thousand. Consider less if offer includes counter-balancing features. Air work as executive only; no staff. Age 26; married, family: homeowner. Ten years radio and television: staff and news. College background. Box 681R, BROADCASTING.

New England. New York, west coast news department. Newsman: College degree, professional schooling, first phone; 3 years N.D. at 1 and 5 kw—midwest. Age 28, married, good references. For details, Box 684R, BROADCASTING.

TELEVISION

Help Wanted—Technical

Studio engineer wanted with first phone license. Experience not mandatory. Chief Engineer, WECT, Wilmington, N.C.

One or more first class colored tv operators to work in Puerto Rico. Reply to Carl H. Butman, 892 Nat'l Press Bldg., Washington 4, D.C.

Help Wanted—(Cont'd)

Technical

TV studio engineers for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Foto-Video Laboratories, Inc. CE. 9-6100, Cedar Grove, New Jersey.

TELEVISION

Situations Wanted—Management

Start the 60's with a top young tv news and/or public affairs director. One with B.S., M.S. top journalism school. With two years in network newsroom, number two market. Now running tv news, top 10 market station. Results guaranteed only if you want the best. Box 672R, BROADCASTING.

Production-Programming, Others

Continuity director with solid experience in newspaper and regional radio plus limited experience in television desires position with radio-tv combination, tv or agency in metropolitan area. Available January. Contact Box 626R, BROADCASTING.

Writer. Background; producer top show top metropolitan market, tv production-director, copy chief and agency free lancing. Available immediately. Box 660R, BROADCASTING.

FOR SALE

Equipment

Ampex 401A's overhauled in good shape $400.00. Box 670R, BROADCASTING.

Tape recorders for sale. Bell "Cub Corder" complete with charger and mike. Good condition $50. Stancil-Hoffman "Minitape" model #M5A complete mike and charger, fair condition $20.00. Box 676R, BROADCASTING.

Gates fm 250B with two multiplex channels, in excellent operating condition. Used six months. Going to higher power. Box 678R, BROADCASTING.

RCA studio equipment, used only 3½ years: Audio console BC-6A two-channel; 3 BQ-2A turntables. Like new. Any or all at great savings. KATI, Casper, Wyoming.

Gates sta-level amplifier. 18 months old. Used 12 months. $150.00. KWVY, Waverly, Iowa.

Video monitors. Closed circuit and broadcast. Foto-Video Laboratories Inc., Cedar Grove, New Jersey. CE 9-6100.

Presto disc cutter type 160 microgroove 50 watts amplifier. 16 inch turntable complete $275.00. Jordan, 1305 Jonesboro Rd., Atlanta 15, Ga.

Microwave transmission line—Andrew 1¾" Rigid 51.5 ohm, teflon insulated. Large quantity complete with connectors, ells, hardware, cables and dehydrating equipment. New. Unused. Bargain. Sierra-Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

Ampex 401 professional tape recorder in case, 7½ and 15 speeds, full track. Best offer by February 1 takes it. Currently in operation. Contact Wes Miller at Southern Baptist Radio-TV Commission, 6248 Camp Bowie Blvd., Fort Worth 16, Texas. Phone PErshing 8-2188.

WANTED TO BUY

Equipment

STL microwave system, 900 mc band, good, used. Also assoc. equipment. Write James B. Holder, WHYL, Carlisle, Penna.

MISCELLANEOUS

Production radio spots. No jingles. Free audition tape. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

INSTRUCTION

F.C.C. first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City, and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

With pride we announce the opening of our new broadcasting school. Twelve weeks intensive, practical training in announcing, programming, etc. Brand new console, turntables, and the works. Reservations only. Elkins School of Broadcasting, 2603 Inwood Road, Dallas, 35, Texas.

Highly effective review for FCC phone exams. Very inexpensive. Free literature. "Instruction Unlimited", Box 10634, Jackson 9, Miss.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 6, March 2, May 4, June 29, 1960. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Yes, our graduates get good jobs as announcers, writers, salesmen, licensed operators, managers, owners. 15 years experience training men who now work in southern radio-tv. Lower prices, time payments, assured placement. Keegan Technical Institute, 207 Madison, Memphis, Tennessee.

FCC license in 6 weeks. Classes January 18th and March 14th. Pathfinder method insures your success. Ninety percent of graduates pass the first-ticket examination, the first time taken. Seating limited. Reserve your seat now! Pathfinder Radio Services, 510 16th St., Oakland, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

RADIO

Help Wanted—Announcers

ANNOUNCERS

LACK THAT PROFESSIONAL SOUND? AUDITION TAPE NOT A POLISHED . . . SHOWCASE?

ADVANCED PROFESSIONAL coaching with NEW YORK BROADCASTERS. Our tapes are job getters. Ask to hear sample. "Let us analyze present tape. NO CHARGE." * Call . . . MR. KEITH . . . SU 7-6938.**

NEW YORK SCHOOL OF ANNOUNCING & SPEECH
160 West 73rd Street ***BY APPT. ONLY
New York 23, N.Y. SU 7-6938

DEEJAYS

NEED MATERIAL? — TRY OUR NEW MONTHLY SERVICE—It'll make you the most talked about DJ in town (We don't guarantee what they'll say). A monthly folio of humorous quips and chatter . . . comedy commercials . . . topical record intros, etc. . . . Whether you swing or have a relaxed pace—this is what you've been looking for. A service exclusively for DJ's by DJ's. Six month subscription $10.00—One year $18.00.

DJ PROGRAMMING SERVICE
P.O. Box 4703 Dallas 6, Texas

Employment Service

RADIO — TV — ADV.

Top job placements in the dynamic southeast. Hundreds of job openings.

- Announcers
- Engineers
- Disk Jockeys
- Copywriters
- News Directors
- Salesmen

Free registration—Confidential

Professional Placement
458 Peachtree Arcade
Atlanta, Ga.
Sam Eckstein JA 5-4841

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel

STATIONS — FOR SALE

Pacific Northwest Metro
Fulltime facility in one of the better Northwest markets. Presently grossing $10,000 monthly, but can do much better with local owner-management. $200,000 with $50,000 down. Balance on excellent terms.
Box 620R, BROADCASTING

FOR SALE
AM & FM Radio Station billing over $25,000 in last three months with a profit of about $2,500 per month. Southern market with population over 250,000. Price is $125,000 with good terms.
Box 663R, BROADCASTING

By Owner 250 w full time. Good net profit. Fast growing City—lots of industry — modestly priced — no brokers.
Box 682R, BROADCASTING

Ala.	Single	500w	58M	terms
Va.	Single	1kw-D	80M	terms
Iowa	Single	1kw-D	125M	terms
La.	Single	250w	45M	terms
Calif.	Single	250w	65M	terms
Minn.	Single	1kw-D	105M	terms
Ky.	Single	1kw-D	100M	terms
Fla.	Small	1kw-D	90M	terms
Ariz.	Small	1kw-D	65M	terms
Fla.	Small	5kw-D	50M	terms
N.Y.	Medium	1kw-D	150M	terms
La.	Medium	1kw	150M	terms
Miss.	Metro	1kw-D	75M	terms
Ga.	Metro	5kw	200M	terms
Fla.	Metro	250w	175M	terms
Fla.	Large	5kw	165M	terms
Ala.	Metro	1kw-D	175M	terms
N.E.	Major	1kw-D	325M	terms
Fla.	Major	250w	250M	terms

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

I CAN HELP YOU FIND A GOOD BUY
Verl Bratton,
Management Consultant
1205 LaPaloma Way,
Colorado Springs.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Great Lakes area. 1 kw day, making money. $175,000 29% = Southern California fulltime regional. Growth area. Making money. Top rated. County population over 200,000. $275,000 on good terms = Rocky Mt. major market fulltime regional. Nice profits. Good operation. $250,000 only 22% down = West Coast major market high power FM. Over a million FM homes in coverage area. $192,000 with about 27% down = Others $48,000 to $1,250,000 from coast to coast. PATT McDONALD, Box 9266, Austin, Tex. GL. 3-8080 or in the East contact Jack Koste, 60 E. 42nd, NY 17, NY. MU. 2-4813.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE
Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 4-7279

Continued from page 67

hearing from Dec. 17 to Jan. 18, 1960 in proceeding on Santa Rosa's application for new am station in Santa Rosa, Calif. Action Dec. 15.

Scheduled prehearing conference for Jan. 7, 1960 in tv rulemaking proceeding involving Columbus, Ga., and on order directing WTVY Inc., to show cause why its authorization for WTVY Dothan, Ala., should not be modified to specify operation on ch. 4 in lieu of ch. 9. Action Dec. 16.

Upon request by CHE Bcstg. Co., continued hearing from Dec. 18 to Feb. 18, 1960, and scheduled Feb. 11 for applicant to furnish Broadcast Bureau and examiner copies of its proposed exhibits, in proceeding on CHE's application for new am station in Albuquerque, N.M. Action Dec. 17.

By Hearing Examiner Elizabeth C. Smith

Granted joint motion by George T. Hernreich and Patteson Brothers for indefinite continuance of oral argument and further hearing conference scheduled for 9 a.m., Dec. 15 in proceeding on their applications for new tv station to operate on ch. 8 in Jonesboro, Ark. Action Dec. 14.

PETITION FOR RULEMAKING

Springfield Television Broadcasting Corp., Springfield, Mass.—Requests allocation of ch. 20 to Lebanon-Hanover, N.H.—White River Junction, Vt. area by making following proposed changes:

	Add	Delete
Hanover, New Hampshire	*26	*27
Lebanon-Hanover, N.H. & White River Junction, Vt.	20	—
Worcester, Mass.	27	20
Stamford, Conn.	55	27
Berlin, N.H.	—	26

Ann. Dec. 18.

NARBA Notifications

List of changes, proposed changes, and corrections in assignments of U.S. standard broadcast stations modifying appendix containing assignments of U.S. standard broadcast stations attached to recommendations of North American Regional Broadcasting Agreement meeting January 30, 1941, as amended.

630 kc

KSXX Salt Lake City, Utah—(assignment of call letters).

730 kc

KSVN Ogden, Utah—(change in call letters from KKOG).

980 kc

KVER Clovis, N.M.—(change in call letters from KICA).

1150 kc

KAGO Klamath Falls, Ore.—(change in call letters from KFJI).

1320 kc

WEET Richmond, Va.—(change in call letters from WLLY).

1370 kc

KTPA Prescott, Ark.—0.5 ND D-III (now in operation with new station).

1390 kc

KJAM Madison, S.D.—0.5 ND D-III (now in operation with new station).

WPLM Plymouth, Mass.—5 DA-D D-III (now in operation with increased power).

1450 kc

WOGA Chattanooga, Tenn.—(change in call letters from WAGC).

1490 kc

KKAN Phillipsburg, Kan.—(assignment of call letters).

WKVT Brattleboro, Vt.—0.25-ND unl.-IV (now in operation with new station).

1540 kc

WJMJ Philadelphia, Penn.—50 DA-D D-II (now in operation with increased power).

790 kc

NEW Blanding, Utah—1 ND-D-III.

800 kc

WKEE Huntington, W.Va.—(change in call letters from WHTN).

990 kc

WEEB Southern Pines, N.C.—5 ND D-II (now in operation increased power).

1050 kc

WSUG Clewiston, Fla.—0.25 ND D-II (now in operation with new station).

1310 kc

KARA Albuquerque, N.M.—1 ND D-III (now in operation with new station).

1330 kc

WTRX Flint, Mich.—(change in call letters from WBBC).

1340 kc

WBGN Bowling Green, Ky.—0.25 ND D-IV (now in operation with new station).

KYAP Ruidoso, N.M.—0.25 ND unl.-IV (now in operation with new station).

1430 kc

Ashland, Va.—1 ND D-III. New.

WNAV Annapolis, Md.—IN 5D DA-N unl. (PO: 1430 kc DA-N unl. no change in nighttime operation).

BROADCAST ACTIONS

By Broadcast Bureau

Actions of December 10

WDDY Gloucester, Va. — Granted relinquishment of positive control by **Arthur Lazarow** through transfer of stock to **Joan R. Lazarow.** (Stock to be held as joint tenants.)

KDIA Oakland, Calif.—Granted mod. of license to change name of KDIA Inc.

WSPD-FM Toledo, Ohio—Granted cp to change trans. location to 1701 N. Stadium Rd., Oregon, Ohio, install new type trans., decrease ERP to 5 kw, increase ant. height to 800 ft., and make changes in ant. system.

KARO (FM)-KQRO (FM) Houston & Dallas, Tex.—Granted mod. of cps to change type trans.

WSBC-FM Chicago, Ill.—Granted mod. of cp to change type trans.

WMOZ Mobile, Ala.—Granted mod. of cp to change type trans.

WDBF Delray Beach, Fla.—Granted mod. of cp to change trans. location, change studio location to same address as trans. (W. Atlantic Ave. & Homewood Blvd.), change trans. and make changes in ground system.

New FCC processing line announced

Following applications are at top of am processing line and will be considered by FCC beginning Jan. 23, Commission has announced. Any new applications or changes in current applications that may conflict with those that follow must be filed with FCC by close of business Jan. 22 in order to be considered.

Applications from the top of processing line:

BMP-2562—WHOW Clinton, Ill., Cornbelt Broadcasting Co. Has: 1520kc, 1kw, D. Req: 1520kc, 5kw, D.

BMP-6256—WDON Wheaton, Md., Commercial Radio Equipment Co. Has: 1540kc, 250w D. Req: 1540kc, 1kw, D.

B2-P-4430—NEW Fostoria, Ohio, Fostoria Broadcasting Company, Req: 1510kc, 1kw, D.

BP-5777—NEW Kewanee, Ill., Kewanee Broadcasting Co. Req: 1530kc, 250w, D.

BP-5798—NEW Painesville, Ohio, William H. Miller. Req: 1510kc, 250w, D.

BP-6784—NEW Corpus Christi, Tex., James Rascoe. Req: 1560kc, 250w, D.

BP-8771—WNEX Boston, Mass., The Northern Corp. Has: 1510kc, 5kw, DA-1, unl. Req: 1510kc, 5kw, 10 kw-LS, DA-2, unl.

BP-9365—NEW Port Lacaca, Tex. Uvalde Broadcasters. Req: 1560kc, 500w, D.

BP-10238—NEW Shelton, Wash. Carl H. Deiz. Req: 1500kc, 500w, D.

BP-10483—KXRX San Jose, Calif., San Jose Broadcasting Co. Has: 1500kc, 1kw, DA-1, unl. Req: 1500kc, 1 kw, 10kw-LS, DA-2, unl.

BP-11214—NEW Bunkie, La. Bunkie Broadcasting Co. Req: 1540kc, 250w, D.

BP-12277—NEW Xenia, Ohio, James E. & George W. Vaughn. Req: 1500kc, 250w, D.

BP-12476—WIGM Medford, Wis., WIGM Inc. Has: 1490kc, 250w, unl. Req: 1490kc, 250w, 1kw-LS, unl.

BP-12478—WBAC Cleveland, Tenn., WBAC Inc. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl.

BP-12479—WMMB Melburne, Fla., Indian River Radio Inc. Has: 1240kc, 250w, unl. Req: 1240kc, 250w, 1kw-LS, unl.

BP-12480 NEW Boise, Idaho, John B. Klukkert. Req: 860kc, 1kw, D.

BP-12486—KALL Salt Lake City, Utah, Salt Lake City Broadcasting Inc. Has: 910kc, 1kw, DA-N, unl. Req: 910kc, 1kw, 5kw-LS, DA-N, unl.

BP-12487—NEW Portsmouth, N.H., Seacoast Broadcasting Corp. Req: 1380kc, 1kw, DA-N, unl.

BP-12488—WIKC Bogalusa, La., Curt Siegelin. Has: 1490kc, 250w, unl. Req: 1490kc, 250w, 1kw-LS, unl.

BP-12489—NEW Sun Valley, Idaho, Radio Sun Valley Inc. Req: 1340kc, 250w, 1kw-LS, unl.

BP-12492—WHAL Shelbyville, Tenn., The Shelbyville Broadcasting Inc. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

BP-12496—WFAU Augusta, Me., Twin City Broadcasting Inc. Has: 1340kc, 250w, unl. Req: 1340, 250w, 1kw-LS, unl.

BP-12501—NEW Hoquiam, Wash., Twin Cities Broadcasting Co. Req: 1560kc, 1 kw, D.

BP-12502—NEW Beaufort, S.C., Lower South Carolina Broadcasting Co. Req: 1490kc, 100w, unl.

BMP-8303—WHEW Riviera Beach, Fla., Public Service Broadcasting. Has CP: 1600kc, 1kw, D. Req MP: 1600kc, 1kw, DA-N, unl.

BP-12505—KYJC Medford, Ore., Medford Printing Company. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

BP-12506—WHOP Hopkinsville, Ky., Hopkinsville Broadcasting Inc. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

BP-12507—NEW Brunswick, Ga., Harry Llewellyn Boyer Jr. Req: 790kc, 500w, D.

BP-12509—NEW Klamath Falls, Ore, Skyline Broadcasters Inc. Req: 1010kc, 1kw, D.

BP-12510—NEW Reedsport, Ore., Oregon Coast Broadcasters. Req: 1470kc, 5kw, D.

BP-12512—WWRI West Warwick, R.I., Grelin Broadcasting Inc. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

BP-12513—NEW Okeechobee, Fla., Sugarland Broadcasting Co. Req: 1570kc, 1kw, D.

BP-12515 WFMH Cullman, Ala., The Voice of Cullman. Has: 1460kc, 5kw, D. Req: 1480kc, 500w, 5kw-LS, DA-N, unl.

BP-12517—WSMN Nashua, N.H., 1590 Broadcasting Corp. Has: 1590kc, 5kw, DA-D. Req: 1590kc, 5kw, DA-1, unl.

BP-12520—KWHW Altus, Okla., The Altus Broadcasting Co. Has: 1450kc, 250w, unl. Req: 1450kc, 1kw-LS, unl.

BP-12521—NEW Port Angeles, Wash., John W. Mowbray. Req: 1290kc, 250w, 1kw-LS, unl.

BMP-8307—WCBQ Whitehall, Mich., Paul A. Brandt. Has cp: 1490kc, 250w, unl. Req: mp: 1490kc, 250w, 1kw-LS, unl.

BP-12527—WMMS Bath, Me., Winslow Turner Porter. Has: 730kc, 500w, D. Req: 730kc, 1kw, D.

BP-12529—WAMD Aberdeen, Md. Harford County Broadcasting Co. Has. 970kc, 500w, DA-D. Req: 970kc, 500w, DA-2, unl.

BP-12531—NEW Winchester, Va., Frederick County Broadcasters. Req: 1480kc, 1kw, D.

BP-12532—WALL Middleton, N.Y., Community Broadcasting Corp. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1 kw-LS, unl.

BP-12533—NEW Thomaston, Ga., Thomaston Radio. Req: 1590kc, 500w, D.

BP-12534—NEW Arecibo, PR., Jose Donate Casanovas. Req: 1460kc, 500w, 1kw-LS, unl.

BP-12535—NEW Traverse City, Mich., D.C. Summerford. Req: 1310kc, 1kw, D.

BP-12538—WBAB Babylon, N.Y. Babylon-Bay Shore Broadcasting Corp. Has: 1440kc, 500w, D. Req: 1440kc, 1kw, D.

BML-1789—KWSC Pullman, Wash., Washigton State U. Has: 1250kc, 5kw, Day S-KTW N. Req: 1250kc, 5 kw, unl.

BP-12543—KZUN Opportunity, Wash., KZUN Inc. Has: 630kc, 500w, D. Req: 630kc, 1 kw, D.

BP-12546—NEW El Reno, Okla., Charles L. Cain. Req: 1460kc, 5kw, D.

BP-12547—NEW Clayton, Ga., Blue Ridge Broadcasting Inc. Req: 1570kc, 1kw, D.

309(b) letters issued:

BP-12484—WDUN Gainsville, Ga., Northeast Georgia Broadcasting Co. Has: 1240kc, 250w, unl. Req: 1240kc, 250w, 1kw-LS, DA-N, unl.

License Renewals

Following stations were granted renewal of license:

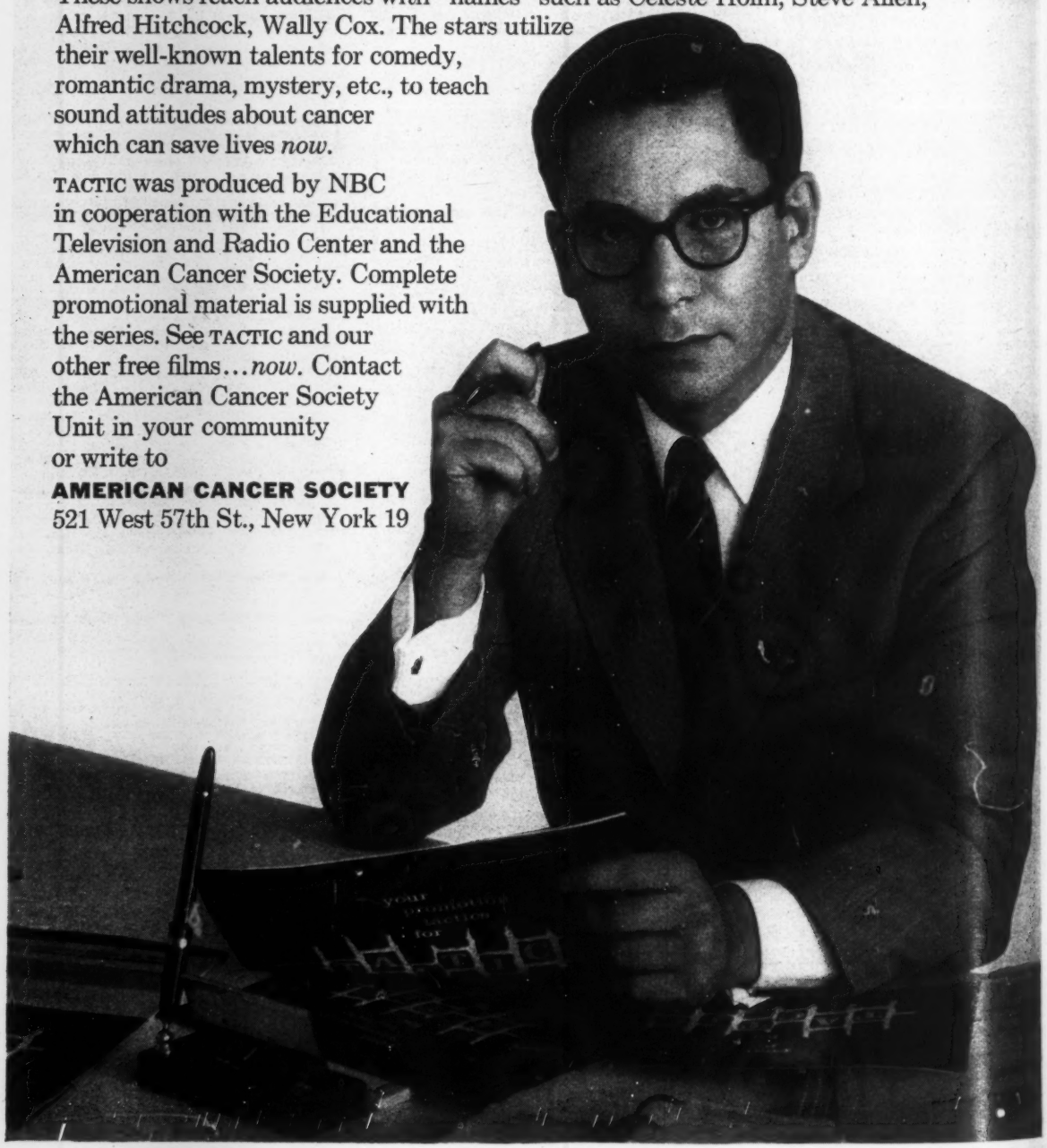
KENM Portales, N.M.; KFOX Long Beach, Calif.; KTIP Porterville, Calif.; KRKC King City, Calif.; KFOX-FM Long Beach, Calif.; KJML(FM) Sacramento, Calif.; KOWL Bijou, Calif.; KMBY Monterey, Calif.; KCMJ Palm Springs, Calif.; KLPR Oklahoma City, Okla.; KHSL Chico, Calif.; KSON San Diego, Calif.; KDWC(FM) West Covina, Calif.; KSOX Raymondville, Tex.; KFAC & aux., Los Angeles, Calif.; KXO El Centro, Calif.; KTYM Inglewood, Calif.; KOXR Oxnard, Calif.; KIBE Palo Alto, Calif.; KACE Riverside, Calif.; KPAS Banning, Calif.; KIKK Bakersfield, Calif.; KVIP Redding, Calif.; KWTC Barstow, Calif.; KHEP Phoenix, Ariz.; WGN & aux. Chicago, Ill.; WFAA Dallas, Tex.; WBAP Fort Worth, Tex.

"*Our primary purpose in programming any film is entertainment. But when we have an opportunity to entertain our viewers and also teach them how to save their lives, that's public service plus! We use American Cancer Society films regularly because they do a fine job of combining education with entertainment.*"

Joel Chaseman, Program Manager for WJZ-TV, Baltimore, has a reputation for unusual imagination in selecting topnotch programs which reach and teach his audiences. This fall he went all out with TACTIC, our new series of half-hour shows, programming all six in one week—in prime evening time. These shows reach audiences with "names" such as Celeste Holm, Steve Allen, Alfred Hitchcock, Wally Cox. The stars utilize their well-known talents for comedy, romantic drama, mystery, etc., to teach sound attitudes about cancer which can save lives *now*.

TACTIC was produced by NBC in cooperation with the Educational Television and Radio Center and the American Cancer Society. Complete promotional material is supplied with the series. See TACTIC and our other free films...*now*. Contact the American Cancer Society Unit in your community or write to

AMERICAN CANCER SOCIETY
521 West 57th St., New York 19



OUR RESPECTS TO . . .

Robert Willi Ferguson

The ranks of broadcast executives are replete with ex-newspapermen who learned their early lessons in the communicating arts in the city room and sales staff. That's the background of Robert W. Ferguson, executive vice president of WTRF-TV Wheeling, W. Va. And like some other broadcasters, he took a pre-journalistic course by delivering newspapers to front doors.

While at Lakewood High (class of 1932), in a Cleveland suburb, he delivered the *Cleveland Plain Dealer* to pick up pocket money and incidentally toughen his legs for tennis. He was skilled with the racquet and eventually played on a team that won the Ohio championship.

For three years young Mr. Ferguson held down a bakery job, entering Ohio State U. His scholastic career was marked by extensive campus activity, including assistant business manager of the *Lantern*, university daily newspaper. Campus honors included presidency of the Student Senate; presidency of Phi Gamma Delta fraternity; secretary-treasurer of the Student Senate, and many other honors.

Scripps-Howard Stint • In his senior year at the university he worked part-time for the Scripps-Howard news bureau in Columbus. During vacations he worked for American Chicle Co.; chores at school included space selling for college football programs and waiting on tables. He met Dorothy Denison, a member of the same class, during his student days. They were married four months after graduation, and now have a daughter, 9.

Bob's first job after leaving Ohio State was on the *Marinette* (Wis.) *Eagle-Star*. The next year he moved back to Ohio, becoming advertising manager of the *Daily Record* in Wooster, one of the newspapers owned by the Dix family, which also is interested in ownership of WTRF-TV and other stations. A year later he was transferred to Martins Ferry, Ohio, as advertising manager of the *Daily Times*. The Dix interests soon bought the *Leader* at nearby Bellaire, and Bob became business manager of the merged *Times-Leader*. Bellaire and Martins Ferry are a few minutes drive out of Wheeling.

World War II took three years of Bob's career. After duties at Hollywood, Norfolk, and other bases he was graduated from Navy Communications School at Harvard. Last summer he returned to Harvard as a member of the first broadcast management seminar conducted under NAB auspices at the graduate business school.

As communications officer and later signal officer on the carrier *Bennington* in World War II he took part in the Iwo Jima, Okinawa and other strikes, being released to inactive duty in 1946 as a lieutenant j.g. Returning to Bellaire, he found himself in broadcasting when the newspaper decided to set up an am-fm operation in the city.

Head of WTRF-TV • Bob Ferguson put WTRF on the air in late 1947 as station manager and a few months later started preparations for a television application. By the time WTRF-TV took the air in 1953 he had become executive vice-president and general manager of the radio properties. These were sold in late 1954 and he became head of the video property, serving the Wheeling-Steubenville areas, and a member of the board of WTRF-TV Inc.

In 1952 he was elected president of Ohio Assn. of Broadcasters & Telecasters as well as a member of the MBS Affiliates Advisory Board. Interestingly, he has held similar positions in comparable industry operations—president of the West Virginia Assn. of Broadcasters. (He's immediate past president) and member of the NBC Television Affiliates Board of Delegates (elected vice chairman last Nov. 12). One of his achievements in the West Virginia association was to revise the entire dues structure.

Against his newspaper, radio and tv background, Bob Ferguson has reached a firm conclusion — television is the most perfect system of communications ever devised by man. He believes, too, that the electronic art is in its infancy, foreseeing vast developments in color and countless other fields. These beliefs are supported by the technical experience he gained in the Navy.

WTRF-TV's FERGUSON
To tv via the newspaper route

Delegates management tasks • As the operation of a tv station became more complex, he delegated more and more of his management problems to department heads and set up an administrative type of operation. Last summer at the NAB Harvard clinic he was one of many diligent students who studied from 7 a.m. to around midnight. In the classroom sessions he took an active part in discussions, fencing with professors and fellow broadcaster-students.

The civic record of this still youngish executive—he was born June 18, 1913 —is practically a roll call of public service and business organizations. A list of memberships and titles fills a typewritten page, ranging from retailing organizations to symphonic and charitable groups. Among industry affiliations are Radio & Tv Executives Society, New York; Overseas Press Club, New York; Academy of Radio & Television Arts & Sciences and Pittsburgh Radio & Tv Club.

Bob Ferguson is an avid reader and book collector. Currently he is interested in Thomas Jefferson but he is a student of general history. If he decides to retire in another two decades he will indulge three hobbies—sketching, writing and photography. Meanwhile he goes in for golf and gin rummy. Often he can brighten a routine business trip by touring a strange course with a golfing friend. He still enjoys tennis and is fond of swimming.

Hail fellow • Bob is easy to know. He is quietly aggressive and friendly. He oozes enthusiasm, a trait that has been helpful in his roles as salesman and manager. Around Wheeling's tri-state area he is renowned for his leadership in community projects.

One thing about his golf—it offers interesting competition plus a chance to size up his golfing companions as they react to match situations. At home he goes for a big, thick steak broiled over his patio grill. He likes fireplaces, too, and has an extra one in the recreation room. The landscaping of his home shows his interest in flowers and shrubbery.

As to the inevitable traveling inherent in the industry, he submits to heavy mileage but would much rather sit around the house. His industry activities reflect the zeal characteristic of his business and community activities.

Happy New Year

THE TITLE of this piece was not selected in addled disregard of the distressing prospects that face many of our readers.

It is true that the eve of 1960 will hardly be the occasion for joyous celebration. Among broadcasters paper hats will not be *de rigueur* when the horn blows at midnight Dec. 31.

Yet there is good reason to be soberly optimistic about 1960. It could be the year of broadcasting's greatest gain, if broadcasters themselves make it so. It could be a year of loss if broadcasters fail to seize their opportunities.

The possibilities of gain or loss have been discussed at length in these columns during recent months. Gains will be measured by the degree to which broadcasters themselves assert both their authority and responsibility over radio and television. Losses will be measured by the degree to which others—including agencies of government—participate in the control of broadcasting.

Broadcasters have one conspicuous advantage favoring them at this important moment of their history. There is no serious economic problem now confronting them. In general business was good in 1959 and promises to stay good in 1960. Broadcasters can cope with the great ethical and moral issues of the times without having also to worry about unusual economic troubles.

So we say, with reason: Happy New Year. A year from now we feel confident it will be possible to say that this greeting turned out to be right.

Deceptive practices

IT IS difficult to criticize the Federal Trade Commission's new policy of regulation by publicity without also implying an endorsement of the shady practices the FTC is trying to prevent.

Let us say at the outset that this publication, like all responsible organs of communication, has called attention to undesirable practices whenever they arose. Deceptive advertising, bait-and-switch selling methods, and the other questionable practices of quick-buck merchandisers need to be corrected as they are discovered. We wonder, however, if the volume of such activities has increased to such an extent that the FTC's new vigor is justified.

In the past couple of months the FTC, under a new and aggressive chairman, has erupted with activity. To listen to Chairman Earl W. Kintner's frequent speeches is to get the impression that trade practices have taken a sudden and alarming dive into the mud. We watch the advertising world attentively. It has been our observation that general standards are high—at least as high as they have been at any other time in memory.

To be sure, there are some advertising accounts, mostly retail, that should be given scrutiny, and there are personal selling techniques which treat the customer like a sucker at a carnival shell game. But there are laws under which these indecencies can be prosecuted. The cure does not properly reside in publicity attacks.

Last week, as reported elsewhere in this issue, the FTC held a conference of consumer groups—the first of its kind. The purpose was to call to public attention various abuses in advertising and merchandising. One cannot quarrel with that purpose, but there is room for strong doubt about the forum itself.

It seems to us that a government agency like the FTC is exceeding its authority when it attempts to regulate by indirection, as was the FTC's plain intent last week. If a trade practice is illegal, the FTC has the duty to prosecute under the appropriate law. If a practice is legal, it should be exempt from FTC attack. When the FTC, or any other regulatory agency, begins to attempt suppression of practices which are legal but which the agency happens to dislike, it is beginning to look like Big Brother.

Plainly the FTC under its incumbent leadership is out to make a record as a strong agency. The FTC was quick to capitalize on the television quiz scandals (which had nothing whatever to do with fraudulent advertising). Television was in the news when the FTC announced a vastly accelerated program of monitoring television commercials.

When payola became a news topic, the FTC moved into that field. It quickly issued complaints against record manufacturers and distributors.

As long as the FTC proceeds in orderly accord with the law, it deserves commendation. What we fear is that the agency will be tempted, by the vision of big headlines, to go beyond its proper scope.

Legal minds in conflict

IT IS gratifying to note (BROADCASTING, Dec. 21) that Attorney General Rogers holds that broadcasters can agree among themselves upon "codes of good practice" as one means of controlling advertising excesses or improving program standards, without infringing the antitrust laws.

The opinion, it seems to us, is timely, on the one hand, but tardy on the other. For more than two years, broadcasters have been in mortal fear of attempting to agree among themselves on any business or programming practices. And with justifiable reason.

In June, 1957, nine Philadelphia radio stations were fined $1,000 and their local association was fined $5,000 for "violations" of the Sherman Antitrust Act. Their "crime" was in agreeing among themselves to abide by their published rates. The purpose was to discourage off-the-card dealings, which resulted in degrading of operations.

The Dept. of Justice prosecuted the Philadelphia case. The same Dept. of Justice, through Attorney General Rogers, now gives its blessing to what seems to us to be the same procedures on a nationwide basis.

We assume the new ruling supersedes the Philadelphia decision and that broadcasters and networks are now free to discuss among themselves all means of improving the service they render the public.

Drawn for BROADCASTING by Sid Hix

"I think tv gives us lots of educational benefits . . . it's putting my two kids through college."

You know KPRC-TV is good for headaches

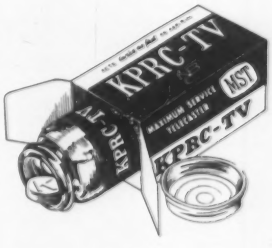
just wait 'til you try it for HOUSTON SALES !

Acts twice as fast to relieve sales miseries !

Won't upset your stomach as worry often does

KPRC-TV combines coverage with two powerful anti-resistance ingredients. These speed the sales message out of the studio and into the buying stream *twice* as fast as aspirin.

So, for effective, fast relief from headaches, discomfort of duds, sluggishness, and ordinary selling aches and pains, use the modern sales deliverer . . . KPRC-TV, Houston.



EDWARD PETRY & CO.
National Representatives

TO SELL

TO SELL Your Products and Services in the SECOND LARGEST MARKET WEST OF THE MISSISSIPPI!

TO SELL Your Products and Services in the 4TH RANKING METROPOLITAN MARKET IN THE NATION.

A TOTAL MARKET LARGER THAN THE PHILADELPHIA METROPOLITAN A

A MARKET OF... **4,606,100** PROSPEROUS PEOPLE
1,326,140 HOUSEHOLDERS
$5,746,650,000.00 ANNUAL RETAIL SALES

IT TAKES THE NATION'S LARGEST REGIONAL NETWORK

INTERMOUNTAIN NETWORK

FIFTY LOCAL *Radio Stations,* covering a five state area of Colorado, Utah, Idaho, Montana, Wyoming and portions of Nevada, South Dakota, Nebraska and New Mexico.

ONLY INTERMOUNTAIN NETWORK, WITH STATIONS LOCATED WHERE PEOPLE LIVE, LISTEN . . . AND BUY . . . CAN REACH THIS TOTAL MARKET.

They Listen!

Proof . . . the largest, most comprehensive Pulse Study ever made. Ask Avery-Knodel to show you Pulse, 45 Markets, 7 States, Jan.-Feb., 1959.

They Buy!

The Mountain States area in 1959 is ranked in the top three among eleven regions in the country in both per capita and per household retail sales.

ONLY INTERMOUNTAIN NETWORK
No other advertising medium can successfully sell your products and your services in this fast growing and prosperous market.

ONLY INTERMOUNTAIN NETWO
can sell your products and services becaus delivers your sales message to the people wh they Live . . . Listen . . . and Buy.

IMN-PACT
INTER MOUNTAIN NETWORK AFFILIATE

INTERMOUNTAIN NETWORK
Ask Your Avery-Knodel Representative

146 South M
Salt Lake City, U